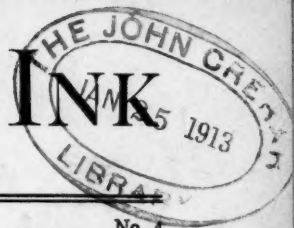


PRINTERS'

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City



VOL. LXXXII

NEW YORK, JANUARY 23, 1913

No. 4

LAST year some \$2,700 was spent by one firm in one city to advertise a product that is absolutely the leader in its line in this country, and quite universally recognized as such. Results were nil! This year \$280 produced eleven inquiries—and equivalent sales! . . .

Why? Because the later copy talked specifically about results, and economy, and more and better work, instead of generalizing about the product itself and how it was made, as was done the year before. . . .

Folks nowadays are primarily interested in the end rather than in the means—they want to know what an adding machine will do rather than how it is built; they want to know what a system equipment will save rather than what it will cost; they want to know about the running time of a train rather than the fare thereof. If you want to get the point of view that produces sales, we will enjoy talking with you—and you with us. . . .

N. W. Ayer & Son, Philadelphia,
New York, Boston, Chicago, Cleveland.



Announcement

We desire to announce that after careful consideration, we have decided to inaugurate a cash rebate plan in connection with our guarantee of circulation to advertising patrons.

On and after this date, we agree to give advertisers a

CASH REBATE

if we don't show an average net paid circulation of
60,000 COPIES WEEKLY

for the year 1913.

The average circulation for the year 1912 was 64,360 copies. Sometimes our circulation was as high as 66,000 copies weekly.

WE HAVE APPOINTED

as our official auditors, the well known accounting firm of Price, Waterhouse & Company, of New York and Chicago, who will verify our circulation. We will submit to any of our advertising patrons the result of this examination on request.

START A CONTRACT

any time covering a period of twelve months and we will guarantee you an average net paid circulation of 60,000 copies weekly.

THE WISCONSIN AGRICULTURIST

RACINE, WISCONSIN.

ARTHUR SIMONSON
President

Geo. W. Herbert, Inc.
Western Representatives
First National Bank Bldg.
Chicago.



FRANK W. LOVEJOY
Advertising Manager

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row,
New York City.

Member of Standard Farm Paper Association.

ENTERED

VOL. 1

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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXII

NEW YORK, JANUARY 23, 1913

No. 4

How Armour & Co. Are Solving Their Vast Selling Problem

[EDITORIAL NOTE.—The Armour problem is unique: there is, perhaps, not another one in the selling world like it. It not only takes in all the varied problems that beset smaller concerns in many different lines, but it has to struggle besides with vast new problems that grow out of the immensity of its size, the number of its parts, the multiplicity of its products and the utter absence of precedents to guide it.

If we speak, for example, of the Colgate toilet line as a "family of products," consistency obliges us to set down the Armour output as a veritable clan, because it has, not merely ten or twenty or fifty articles, but several hundred, and these not all sons and daughters of slaughter, but spouses and grandchildren as well as relatives by marriage and adoption. Everybody knows the Armour plant as one where every last thing about the sheep, cow and hog is turned to account—even the long elusive squeal being now embalmed in the Armour brand of fiddlestrings. But most people are not aware that other and apparently unrelated activities have been added to protect profits and keep salesmen busy.

When, for instance, the glue manufacturers did not afford a satisfactory market for certain by-products of slaughter, Armour & Co. began the manufacture of glue. Later, when the market for glue was glutted, they bought paper and sand and with the glue made sandpaper. Now they own forests, paper mills and granite quarries. And this is in only one line. And consider again the scale on which these things are done. One Armour department is bigger than many an independent manufacturing and advertising business. And there are many Armour departments! Again, they are not only very much alive and competing vigorously against outside business, but they are in many ways, not so happily, competing with equal vigor against each other.

And right there is the Armour problem. How to bring unity out of internal competition and to subordinate departmental and personal ambitions to the good of the whole without sacrificing anything real in the way of initiative and power? And more concretely and ultimately, how to turn 4,000 salesmen who are essentially specialty salesmen in the meat product line into ordertakers in the grocery, the drug, the hardware, music trades, department store and other lines as well.

The problem has not yet been solved. But the solution is on its way. It will be by advertising. In what way, Mr. Merritt describes in this and the succeeding articles.]

By E. B. Merritt,

Advertising Manager of Armour & Co.,
Chicago.

Old Charlie Hincks sat in my
office the other day.

"Mr. Merritt," he said, "They

say that the day of miracles is
past; but I look on Armour & Co.
as the greatest miracle the world
has ever seen! Thirty years ago
I sold beef for old P. D. To-day
there's precious little that I don't

sell—and I'm selling it all for his son."

He was right. Armour & Co. is a miracle. But it is a problem, too.

Every morning, in every quarter of the globe, the huge army of Armour salesmen—4,000 of them—starts out on a round of calls that has, so far as I know, no parallel in the world of business. No longer does a salesman confine himself to beef. Between butcher shops he visits grocers, drug-stores, department stores, garages, manufacturers of furniture, sporting goods, musical instruments, perhaps a brewer or two. His calls amount almost to a house-to-house canvass.

And back in "Packingtown" several score of department managers are frowning their brows in an effort to make those salesmen visit *their* prospects, and push *their* products. Competition with other manufacturers constitutes a problem that we share with others: but *competition among ourselves* is distinctively an Armour problem.

Advertising is the solution to the dilemma. We are making a two-fold demand of it. First to smooth the salesman's path, and by smoothing it, enable that path to cover more ground. And second, to harmonize and co-ordinate the countless members that constitute Armour & Co. Both those demands are being answered. Advertising is slowly conquering outside competition, and it is, more rapidly, conquering inside competition.

A list of Armour products never fails to astonish. We manufacture and sell more lines—and more diverse lines—than most jobbers. A complete list of these products makes a book considerably more than an inch thick. From the days, only a generation ago, when P. D. Armour, began the stupendous business that bears his name, and when beef was its principal product, we are to-day producing such unrelated things as fertilizer, combs, buttons, grape-juice, anhydrous ammonia, sandpaper, music strings, soda fountain flavors, beef extracts,

glues, leather, soaps, perfumes, proprietary medicines such as pepsin, thyroid extracts, diastase and the like, metal polishes, cleaning preparations, and so on, to an endless extent. Many of these things are, of course, the normal by-products of a packing-house. But how a packing-house can produce such things as grape-juice, or sand-paper—well, that must wait for another story.

As the Armour line grew more extended, the problems of its distribution grew more acute, and a solution more imperative. As each department grew it fought the other harder. Each department manager was doing his level best to win the salesman's favor, to persuade him to push *his* goods at the expense of all the others. An internal competition grew up that was vastly more ruinous than anything to be faced outside.

Something had to be done. As the extent of territory that a salesman had to cover grew more extended, the amount of effort that he could expend on each prospect in that territory necessarily grew more limited. The addition of more salesmen would have been tremendously expensive, and besides, it would have merely helped, not cured. More salesmen would not have stopped the constant warfare going on between departments for sales attention. No, plainly, the department managers' efforts must be drawn away from the sales force, and directed toward the ultimate consumer first, and then, consequently, the dealer. That, of course, suggested advertising.

I took my troubles out to lunch with Ralph Tilton (known to the older generation of advertising men as one of the brightest minds and noblest souls that has ever graced the profession) some eight years ago.

"Why," he cried, when I had rehearsed the problem, "That's easy: *advertise!*"

"Of course," I replied. "I know that—but *how?*"

"Labels," was his brief reply.

And then and there he sketched the original of the Armour logo-type, that bit of strong, graceful,

The Butterick Trio

(The Delineator, The Designer, The Woman's Magazine)

It doesn't matter whether you sell direct, "to the trade," through your own salesmen, through jobbers or how. Your ultimate aim is the consumer and the merchandising methods that produce the surest results at the lowest possible cost are the ones you want.

Tell your sales-story regularly and persistently in The Butterick Trio and your product will receive the weight, influence and prestige of their standing.

Utilize the authoritative position they have gained with their readers, and add the benefit of their years of experience to the merits of your product. April forms close Feb. 5th.

The Butterick Trio

(The Delineator, The Designer, The Woman's Magazine)

W. C. McMillan
Eastern Adv. Mgr.
Butterick Bldg., New York

James A. Townsend
Western Adv. Mgr.
1st Nat'l Bank Bldg., Chicago

Average Monthly Net Guaranteed Circulation 1,400,000

dignified lettering that is to-day to be seen on boxes, cans, barrels, wagons and railway cars in every corner of the globe. Seldom has the creation of a man's hand been so familiar to so many people.

Tilton was right. Advertising was the thing needed—but advertising without perfect unity behind it was useless. It was necessary to achieve unity before anything else could be done.

Eight years ago I began the task of bringing unity out of our chaos by means of labels—and the task is far from completed. For eight long, hard years we have been striving for unity of name, striving to make the consumer think, not of Premium lard, or the "Ham what Am," but of *Armour's* Premium Lard, and *Armour's* "Ham what Am." We are a long way from the end, but we are on the right track.

To indicate what we hope to accomplish by this unity of name, let me cite the story of Lope de Vega, a Spanish playwright who flourished in the Middle Ages. Without going into literary history, suffice it that he attained an unprecedented popularity, and at his death, his name was actually incorporated into the Spanish language as a noun descriptive of extreme admiration. To this day, a jewel, a lovely woman, or anything particularly precious and desirable, is known as a "lope."

That is the purpose of what I have come to call "institutional advertising"—to hammer the word "Armour" so thoroughly into consumer consciousness, that in time "Armour" on a label will indicate what sterling—to use a copywriter's bromide—does of silver. A thousand advertisers have made this effort. Some few have succeeded. But we are the first, I think, to make it in so large and so remotely diversified a business.

The tremendous task of welding together the great family of Armour products into one unit, by means of a label, revealed vast practical difficulties in the way. In the first place, the very foundation of the business made the task discouraging. Each department was fighting for its share of

public attention, and its only means of holding that attention when it was once secured, was by the distinctive labels that were then in use.

Obviously, the plan to make the Armour label uniform met with immense opposition from these different departments. Each insisted upon the retention of its individuality—to say nothing of the personal individuality of its head. To merge a label that was already known from London to the banks of the Yangtze into something entirely new, struck these men as suicidal—and quite understandably. The soap people, selling their product for as high as a dollar a cake, fought tooth and nail against being besmirched with the same label as covered glue. They argued that soap prestige certainly could not help glue, but that glue might just as certainly ruin soap. The two things might come from the same source, but there wasn't any sense in slapping the consumer in the face with that regrettable fact.

There was a good deal of reason in opposition of that sort. Indeed, the contentions of some of the departments were so defensible that they were acknowledged. The medical department, for example, declared and proved that the sober and conventional labels then in use on their products were in accord with professional ethics, and any other sort would prove fatal. Sound arguments like this were promptly yielded to, and several other departments have for various reasons been able to retain something of their original individuality. But in the main, uniformity now obtains throughout. The end is not yet, of course, but we are getting closer to the goal all the time.

The oval shape is used wherever possible. But even that must yield to conditions. On barrel-tops, for instance, it has to be modified into a circle. The color scheme is perhaps the most constant feature of label uniformity. An interesting feature in that connection is the way in which we indicate grades. In many of our lines we have two grades. To

ON THE BASIS OF COST

Mail-Order Advertisers will find the **VICKERY & HILL LIST** and **THE AMERICAN WOMAN**, of Augusta, Maine, a better proposition for them than any other mediums of a similar character.

Dollar for dollar of expenditure, mail-order advertisers can reach more **real mail-order buyers** through these papers than through any others.

When you advertise in all the **VICKERY & HILL** papers the same month you deal on a basis of absolute certainty.

In fact, you get a circulation **without duplication** largely in excess of what you pay for.

We guarantee a home circulation among prosperous people living in the small country towns, villages and rural districts.

One reason why advertisers find the **VICKERY & HILL** publications so profitable is that they have the livest actual paid-in-advance subscription list of any similar publications in the world. We have been building up this subscription list for over forty years until at present we have a circulation secured wholly without puzzle or scheme advertising, premiums or inducements of any kind to subscribers and with absolutely no credit subscriptions carried on our books.

Publications with such prestige as the **VICKERY & HILL LIST** and **THE AMERICAN WOMAN** are absolutely necessary to the success of any mail-order business.

Vickery & Hill Publishing Company

E. H. BROWN **AUGUSTA, MAINE** **C. D. COLMAN**
112 Dearborn St., Chicago Flat Iron Bldg., New York

change design or color, would be to destroy the very uniformity we are so anxious to secure. So the simple expedient was adopted of transposing color to indicate quality. Thus yellow on blue might represent one grade, and blue on yellow would be another, the design remaining the same all the time. Such a system is simple, economical, and unmistakably clear.

In this comprehensive effort to secure uniformity we go further than mere labels. The label itself is used everywhere, not merely on the numerous different forms of containers, but on wagons, cars, stationery, premiums, and so on. And the color scheme is carried out on everything, too. As I write, for example, my attention is called to pass upon the color in a new lot of horse-blankets! Everything that Armour uses is distinctively *Armour*.

The actual working out of this great plan to secure uniformity by the use of labels brings with it a maze of detail, and a necessity for constant "trimming" before countless unforeseen and unavoidable exigencies, that almost baffles description. Prejudice, ignorance, superstition—even malice—must be continually foreseen and guarded against.

For example, I received a letter from one of our salesmen in Madagascar, not long ago, telling me that the sale of "Veribest" products in his territory was seriously retarded because of the little girl on the label—the universal inference being that the contents of the can was *made from little girls*! Less extravagant cases may be cited, such as a similar inference from a horse on a label.

Religious ideas must be conciliated. Another salesman wrote in from Peking, warning us to avoid red on goods intended for Chinese trade, because it was a color significant of mourning. He also told us to beware of certain arrangements of straight lines, because they were obnoxious to the followers of Confucius, and their presence on a label meant flattened sales.

As another instance, our regu-

lar blue and yellow had to be abandoned in Norway because blue and yellow were the national colors of Sweden! The practical working out of the label problem, affected as it is, by so many factors, reasonable and otherwise, presents countless facets of difficulty. And it is a problem that is never settled, because new factors are coming up every day.

What is the concrete value of uniformity? Its first and greatest value lies in what may roughly be called *cumulative publicity*. The uniform label is the first gun, or the first series of guns, in a world-wide and time-long campaign of "institutional advertising." There is no latitude left for the individual or the isolated brand. "Team work" is not merely fostered, but *forced*. The manager of a department is no longer obliged to wear himself out in a struggle to get the public to buy *his* goods, or in persuading the sales force to push them; but can devote himself to his rightful function of securing greater economies and perfections in production and distribution. This new idea of advertising does not lessen the sales-problem for him: it removes it altogether. Or more clearly, it puts the whole problem of selling the goods up to the advertising department where it belongs. *Armour & Co. has no general sales manager.*

The other advantages to be derived from uniformity are of less importance. They are the manifest advantages in *window display*, tending to increased harmony and attractiveness—the advantage of reiteration, the constant, continually increasing power of color and arrangement, before the eye wherever it goes, constantly dinning in the idea of *Armour*.

As the single uniform label proves itself a guarantee of quality, the strong factors in our line will increasingly carry the weak. It will then be unnecessary for a salesman to "push" backward lines. The label *will have done that work before him*. Instead of intensive effort upon a comparatively few dealers, the salesman

Currier's Monthlies.

Comprising

The Household Guest

and

Homefolks.

Guarantee

750,000 Circulation

*These papers pay Mail order
advertisers and carry 400 or
500 keyed ads monthly. They
appeal to and reach people in
small towns and rural districts.*

Combination rate - 2.95 per line.

Geo. H. Currier Co. Chicago.

*R. B. Leffingwell, J. W. Wildman,
Adv. Mgr. Brunswick Bldg,
501 Plymouth St, Chicago. New York.*

will devote himself to covering *more and more territory*. The label will make it possible for the same force of salesmen to carry more lines and sell to more dealers with no increased cost.

The same power will be invoked most successfully in bringing out new lines. When a salesman goes to a dealer with something new, it will not be necessary to spend a great deal of effort and time in convincing him of its salability; for the label, with its blanket reputation already established, will have done that before him. He need only state the fact of the birth of a new member to the Armour family to have the dealer interested. The wide knowledge and the favorable reputation of the *whole* will thus serve as an introduction and a guarantee for the newcomer.

Under the old system of diversified labels, a new line meant beginning all over again with every dealer upon whom the salesman called. Under the new system, with one name and one label, it becomes merely a matter of demonstration and the receipt of orders.

I look upon uniformity in labels as the most feasible, most powerful, most widespread, most permanent, and most economical form of dealer co-operation that can be secured. First because it is constantly selling the consumer and just as constantly reselling him; and finally, because it is constantly inducing him to extend to other goods under the same label. The man who likes Armour soap is a long way sold on Armour grape-juice.

The applications of this great idea—though not, of course, the idea itself—are tremendously new. We are just on the threshold of the vast problems involved, and many of our steps have to be taken in the dark. But that we are on the right track I am firmly convinced.

The ocean and the raindrop are the same at base, and "institutional advertising"—the advertising of a whole rather than its parts—can be used as well by the small firm as the large. And the

first step in a campaign of that sort—the campaign of the future I firmly believe, is the uniform label.

\$1,000,000 ARMOUR DIVIDEND

The annual report of Armour & Co. for the year ended November 2, 1913, shows a marked increase in sales and profits. The year's turnover was approximately \$300,000,000, as compared with slightly more than \$250,000,000 in the previous year. A dividend of 10 per cent on the capitalization was declared, the same rate as in the preceding year.

The company has a surplus of \$50,195,013 invested in the business, making a total investment of \$100,195,013.

The year's earnings on the capital invested were about 6 per cent, as compared with 2½ per cent on \$94,493,300, the capital invested at the close of the preceding fiscal year.

CLOSING OUT SALES MUST ACTUALLY "CLOSE OUT"

An ordinance, promoted by its Business Men's Association, has been passed at North Yakima, Wash., to prevent that particularly persistent variety of fraudulent advertising, the "closing out sale at less than wholesale prices."

The text of the ordinance will be of general interest, suggesting as it does like endeavors elsewhere:

"Section 1.—Any person, firm, association or corporation, whether as owner, proprietor, keeper, agent, employee or representative of any other person, firm, association or corporation, who, in a newspaper or other periodical, or in public advertising, or by letter, circular, window sign, card or hand bill, or any other method, knowingly makes or disseminates any statement or assertion concerning the quality, the quantity, the value, the price, the method of producing, or manufacture of his, their or its merchandise, or professional work, or the manner or source of purchase of such merchandise or the motive or purpose of any sale which is untrue, fraudulent or misleading, shall be deemed guilty of a misdemeanor, and upon conviction thereof, shall be punished by a fine of not less than \$10 or more than \$100, or by imprisonment in the city jail for a term not exceeding thirty days, or by both such fine and imprisonment.

"Sec. 2.—Each day's continuance of the violation of any act prohibited by Section 1 of this ordinance shall constitute a separate offence thereunder.

"Sec. 3.—This ordinance shall take effect and be in force thirty days after its passage, approval and publication."

DOBBS NOW VICE-PRESIDENT

At a meeting of the board of directors of the Coca-Cola Company, S. C. Dobbs was elected vice-president.

346,709 Homes

line Philadelphia's streets and avenues. What countless selling possibilities they suggest!

For example, there are 368,000 bathrooms in Philadelphia's homes—each one offering a live market for fixtures, toilet preparations, soaps, personal articles—and a canvass of local stores shows that trademarked products are given decided preference.

There is no better, quicker or cheaper way of getting your story to the "Purchasing Agents" of nearly every Philadelphia home than through the columns of

The Philadelphia Bulletin

Net paid daily average Circulation for the year 1912

281,285 Copies
a day

The "Bulletin's" circulation figures are net—all damaged, unsold, free and returned copies have been omitted.

A Copy for Almost Every Home

We give you the influence with the confidence of our readers, gained through years of consistent, satisfying service to the public.

Anything and everything that contributes to the equipment or maintenance of the home will interest Philadelphians.

If you "want Philadelphia" you need The Bulletin.

WILLIAM L. McLEAN Publisher

City Hall Square, Philadelphia.

CHICAGO OFFICE

J. E. Verree,
Steger Building.

NEW YORK OFFICE

Dan. A. Carroll,
Tribune Building.

COCA-COLA WINS RIGHT TO EXCLUSIVE USE OF COLOR

CIRCUIT COURT DECIDES THAT IT IS
UNFAIR COMPETITION TO COLOR A
SOFT DRINK IN IMITATION OF AN-
OTHER—DOES NOT APPLY EXCEPT
WHERE COLOR IS PROCURED BY
MEANS OF ADDED INGREDIENTS—
REVERSES DECISION OF LOWER
COURT

The United States Circuit Court of Appeals at New York has reversed the decision of the District Court in the case of Coca-Cola versus Gay-Ola, a similar case to that against Epso-Cola and Cova-Cola reported in *PRINTERS' INK* for June 13, 1912. The higher court holds that when the color of a commodity is procured by something added for the purpose of procuring that color alone, its imitation by another may be adjudged unfair competition.

The opinion is based on these facts:

Defendant claimed to have discovered the complainant's formula and to be in fact making the same thing. It adopted for its product and for its corporate name the word "Gay-Ola." It proceeded to bring this product into public notice by some advertising under its own name and by some other methods not criticised by complainants. It also wrote a series of letters to bottling companies which were engaged in bottling Coca-Cola, which letters were to the effect that it would sell the bottler Gay-Ola for a lesser price than he was paying for Coca-Cola, that the two articles were just alike and no one could tell the difference; that the bottler could, if he wished, substitute Gay-Ola for Coca-Cola and his patrons would never know it; that several bottlers who had been handling Coca-Cola had been doing this successfully and without discovery, and that, if the bottler desired, defendant would ship him Gay-Ola in plain, unmarked packages so that his dealings with the defendant would

not be observed. Several of the letters in the record are of the substantial effect, though they use different forms of expression and some only by hint and innuendo convey the invitation to substitute and so to deceive the final purchasers.

The following extracts are quoted from the opinion written by Judge Denison:

The bill alleges that Gay-Ola is "artificially and unnecessarily" colored so as to look exactly like Coca-Cola. The answer denies this in terms, but it goes on to say that the color is produced by caramel, which is in universal use for coloring purposes, and is used by the complainant for coloring Coca-Cola. There is here no claim that caramel serves any other purpose in either compound except to give color and saying that it is one of the "component elements" as one of the witnesses does, is saying nothing more. It follows that the adoption not only of caramel but of the selected amount of caramel was for the main and primary purpose of making the two articles look just alike. In this connection, it appears that there is a great variety of coloring materials open to the use of any manufacturer and selections from which are used by other manufacturers.

The record also requires the conclusion that defendants' business has a substantial basis in this contemplated fraud. Doubtless it intended to try to make a reputation and business for Gay-Ola on its own merits in certain quarters, and perhaps eventually in a general way, but it is clear that in the meantime and wherever it could and as the easiest way of getting a large business it intended to have its product sold as and for Coca-Cola.

We rest our conclusion here upon the fact that the color was adopted in part as a means of aiding the contemplated fraud and that if its adoption was also in part innocent, there is here a confusion caused by defendants; that the burden is theretofore on defendant to see to it that ultimate fraud does not result from this confusion and that so far as defendant cannot safeguard this result it may not use the color.

The defendant should be enjoined from selling Gay-Ola of the same or substantially similar color to Coca-Cola unless and in so far as upon settlement of the decree below means may be provided by which the ultimate consumer will be fairly advised that he is not getting complainant's Coca-Cola, but is getting something else.

Charles L. Cleveland, formerly with Harry C. Lee & Co. and the Cheltenham Advertising Service, is now a New York City representative of Charles C. Spink & Son, of St. Louis, Mo., publishers of the *Sporting News*, *Toys & Novelties* and the *Sporting Goods Dealer*.

SCRIBNER'S MAGAZINE

Q Scribner's Magazine offers a clearly defined field of publicity—tried out by 26 years of service and never a failure where the introduction of a good article to discriminating buyers and the promotion of a good name are considered vital elements in advertising.

Q There is no guesswork in advertising in Scribner's. Its space is sold on the basis of a well defined service—its ability to reach people of distinction—its power to interest—the confidence it inspires—the loyalty it begets.

Judge Harris Dickson, author



advert
in THE
MACA
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ng ma

the famous "Old Reliable" series
 stories and who, since February
 1909, has appeared in 33 issues
 of the Saturday Evening Post, be-
 gins a new series (his first since "Old
 Reliable") in the February issue of
 THE RED BOOK MAGAZINE

FEBRUARY 1913
 PRICE 15 CENTS

THE
RED BOOK
 MAGAZINE



STORIES BY
 Hareis Dickson, Peter B. Kyne,
 Elliott Flower, Porter Emerson Browne,
 Frederick R. Becholdt, Eugene Wood,
 Julius C. Furthmann, Walter Jones,
 H. B. Marriott Watson, Earl Derr Biggers,
 Alma Martin Estabrook and others

advertising
 in THE RED
 MAGAZINE
 a page of
 matter

Trade Bulletins

Magazine Advertisements in Shop Windows

The Trade Bulletins originated and successfully used by Good Housekeeping Magazine will be applied to all full-page advertisements in its March number and will go to all the 4,000 Good Housekeeping Stores.

These bulletins are full-size reprints of the magazine advertisements, arranged for use as window exhibits. Those pertaining to food-stuffs go to grocers, those of pianos to music dealers, those of toilet articles to druggists and department stores, and so on.

They were used for the first time last October. So flattering were the results, as shown by correspondence from merchants in all sections, that we have just issued them covering our January number, and shall issue them for the March, June, September and next January numbers.

It is demonstrated that they draw magazine readers into a store. The purchases so made give the dealer proof of what magazine advertising does for him. Need it be said that these bulletins increasingly mean to him a guide to the laying in of stocks?

Your advertisement in the March number will give you consumer demand and dealer demand. Page rate, \$448. Forms close February 5th.

**Good Housekeeping
Magazine**

Co-operates with the Retail Merchant

NEW YORK
WASHINGTON

CHICAGO
BOSTON

Review of 1912 and Forecast of 1913

By J. George Frederick.

To be perfectly candid, 1912 showed more time-marking than aggressive development.

There were very few deeply important things that happened during 1912, but much that was unobtrusive groundwork for real, solid development which is undoubtedly imminent. There were many happenings which portend vital *future* development, but in general, conditions in 1912 were "static" instead of "dynamic."

The strife and stress of a Presidential campaign once more, according to our regular and foolish custom, locked the wheels of normal progress (though less so than usually), so that the mills ground their grist but slowly.

Many manufacturers, instead of constantly thinking of aggressively increasing their business through the logical method—advertising—this year neglected advertising considerably, because of what seemed to them disquieting factors of uncertainty, making unavoidable and necessary a lot of agitating or striving in politics on their part.

For not only was there a Presidential election on, but, as in no other year, perhaps, in American history, manufacturers have felt the threatening mailed fist of the law. First, the general change to the somewhat radical administration impending; second, the quite broadly fundamental revision of the tariff, and thirdly, the threatened Oldfield and Wickersham efforts at curtailing what seems to many manufacturers to be but their common law right of protecting their prices and their distributive machines from unfair competition, fraud and piracy.

Between these three bogies (as well as others not mentioned) manufacturers of all sorts, classes and sizes have been sitting on the political anxious seat and transforming themselves into lobby-

ists, or lobbying committees during 1912—thus enlarging the general vicious circle of time-marking for which 1912 will probably go on record as unusually remarkable. The war in the Balkans and other general factors made finance and business do still more time-marking.

In the meantime, the general conditions of the country have been moving along with a pace and a certainty of direction which leaves no choice but to be optimistic, even though giving no reason for hilarious crowing. As a matter of fact, what has obviously been time-marking has nevertheless been *substantial and comfortable increase*, over which any European country would feel elated. Nine thousand five hundred million dollars' worth of crops, a gain of 1,100 millions, or 13.24 per cent, over 1911, is certainly something worth while.

Not only, however, were the crops which nature presented to man in 1912 perfectly satisfactory—even wonderfully so—but many manufacturers, railroads and retail distributors had a perfectly satisfactory, even though not a thrilling, year of prosperity. Failures increased, it is true, but represented a shaking down of the inherently weak, rather than a blow to the fundamentally sound.

A TEN YEARS' RETROSPECT

We have been a bit too much in the habit of comparing years one against the other and letting our spirits go up and down as they varied with a slight percentage; and yet we have failed to view our progress in the light of a perspective of *decades* rather than single years. Viewed in the light of the progress of a decade, conditions have most certainly left no reason for melancholy complaint. Since 1902 twenty-three representative manufacturing concerns have increased their work-

ing capital ninety per cent, to take care of an increased volume of business of pretty nearly the same amount. The conservation of surplus earnings has been responsible for this very excellent industrial showing, and the greater degree of conservative financing and aggressive pushing now practised is evident in the much higher ratio of working capital to the total capitalization which is now widely prevalent, especially among the larger manufacturing corporations.

This has especially made itself evident and definitely felt in 1912, which was undoubtedly a sort of balance year to the turmoil of recent years. It is most significant as an augury of what may be expected from manufacturers in 1913 and succeeding years. It gives advertising men a cue as to the attitude of mind among manufacturers which has been bred gradually, even reluctantly, in the minds of manufacturers, and which is most likely to be reflected in their attitude toward advertising. This attitude may be delineated as follows:

1—Repudiation of over-capitalization.

2—Less reliance upon monopoly and combination and more upon service-and-quality individuality, as means of controlling markets.

3—Realization of the grim reality of public good-will effect upon sales.

4—Conservation through organization efficiency.

5—Conservation through closer adjustment of sales and advertising plans to distributive conditions, etc.

6—Realization of the power of continuous, consistent, sure-footed advertising and good-will building, as against over-extension, periodic retrenchment and wasteful shifting of plans and policies.

It will not carry enthusiasm to solicitors of advertising to be told that they will face a more critical body of advertisers and prospects in 1913 than possibly in the history of advertising, and that big contracts are not likely to be plentiful and easy. But that such are the facts is evident from

many sources. Some well-known concerns are going to spend less in actual dollars than in past years; many others a great deal more. But the basis is to be more closely figured than ever. Circulation volume is to get its due share of analytical attention, but the character of editorial matter, the distribution of circulation, the mode of getting circulation and the relation of the medium to distributive conditions are all to be more important factors in 1913—after the proper preliminary work has been done to prepare for advertising at all.

AGENCY DEVELOPMENTS

More agents, as 1913 begins to unroll, are telling with pride of the advertisers whom they have *prevented from advertising* until conditions are riper than the advertising business has hitherto been capable of boasting of. There will be more such during 1913, and the service fee will become more widely used in dealing with agents, instead of placing agents in the martyr-like position of losing money by rendering faithful and conscientious advice which does not yield commissions. It is most significant that the national advertising managers and other associations have carefully discussed agency remuneration, and that agents themselves are now fairly well organized. The American Tobacco development in reducing commissions has made the question still more alive.

For the past three years now there has been increasing cause for congratulation regarding the activity and sentiment against misleading, fraudulent advertising. The thing was first confined to several strong voices (including PRINTERS' INK) crying in the wilderness, then a chorus of alert ad clubs, then the nationalized propaganda through the Associated Ad Clubs, then a vigilance committee of the Advertising Men's League of New York, and now a national vigilance committee.

In 1913 it seems quite certain that this movement will focus in

some convictions of significance—though the greater and more generally wholesome work along this line has been in moral suasion and in putting the "handwriting on the wall" for all to see.

Legally, the movement to put good laws on the subject on state statute books—in the manner laid out by PRINTERS' INK—is now in good progress.

The ad club movement itself has this year settled down to a greater efficiency basis. The national educational work for the clubs has produced a varied and fitting stimulus for better local ad club work, and the speaking and general activities of the clubs have increased in good sense and practical application.

Among publishers it is notable that all legitimate mediums—magazines, newspapers, form periodicals, trade papers, mail-order mediums, etc.—are now receiving most serious attention, and that there is very much less narrow and restricted outlook by advertisers. There is a definite disposition to follow analytical logic rather than custom, in using mediums, with the result that all classes of media with definite and distinct fields are appreciated, whatever their volume of circulation. The scope of media and methods of the representative advertiser has been constantly widening. Novelties, moving picture slides and other of the auxiliary forms of advertising, particularly window display work and other dealer helps, have gotten more consideration than ever.

Street cars, billboards, painted signs, electric displays, etc., are doing a very good, increased volume of business, also due to the increased cosmopolitan appreciation of advertisers.

IN CHARGE OF McCANN'S SAN FRANCISCO OFFICE

Harrison Atwood was the guest of honor recently at a dinner given in the Yale Club, New York, by fellow members of the staff of the H. K. McCann Company. The occasion was Mr. Atwood's forthcoming departure for San Francisco, where he will open a branch office of the company for the handling of general advertising on the Pacific Coast.

THE TANGIBLE VALUE OF EFFECTIVE DISPLAY

COPY EXPERIMENTS IN NATIONAL CAMPAIGN THAT PROVED THE PULLING POWER OF ADS DEvised TO CATCH AND HOLD THE EYE—HOW A CUT INCREASED RETURNS FIFTY PER CENT

By Grafton B. Perkins,

Adv. Mgr., Resinol Chemical Co., Baltimore, Md.

A very prominent advertising man said in a recent article, "Typesetting and illustration are . . . the last and least important contributories to advertising," meaning, as I understand him, that copy is the one great requisite for selling goods. He also suggested, "You will find many alleged advertising men who will pronounce this rank *heresy*."

I believe they will. So will many men who have well earned the right to omit the "alleged" from their title.

Undoubtedly this writer's copy sells the goods; I am an admirer of his clear, effective style. But in most of the advertisements which I have recognized as his, if he himself has not given much thought to skilful layout, *someone else must have*, for the result is there.

I contend that layout and illustration are exactly as important as copy. I have proven repeatedly that thought applied to the typographical dress and illustration of an advertisement will go far toward increasing its pulling power.

I grant from the outset that, unless there is vigorous, telling copy, no amount of technical skill in arranging the advertisement will make it a success. Yet even the best of copy, full of selling talk and convincing "reasons why," will not pull unless it is seen, and the more it is seen the better it will pull.

Makeup men, whether of newspapers or magazines, are not conjurors, and we must all take our chances on bad positions once in a while, perhaps most of the time. Even an advertisement that pays for position may get it, technical-

ly, yet in fact be entirely buried.

And then what happens to the "lay-out-be-hanged" advertisement? It is nowhere. It is not seen by its due quota of readers and fails proportionately. Ten to one there is no contrast in it to make it stand out from the jumble of surrounding matter. It is a solid mass of type whose one chance of attraction, a compelling headline, is lost in the desert of a page of type.

But suppose, having once determined on the subject of our advertisement and hit upon a headline that will tell our story, we next decide to devote some attention to layout and illustration. What then?

Let me quote a few facts.

A year or two ago I ran in a list of over three hundred and fifty dailies an advertisement which was all type, just straight reading matter with a prominent headline, in clear type, with no attempt at illustration or special arrangement. In common with all advertisements in the series, returns were noted with care.

Three months later I took the same matter and the same space, but cut the size of the type almost to the verge of illegibility, greatly reducing the prominence of the heading, and maltreating it generally, without changing a single word of the copy. But by doing this I was able to get in an illustration of the goods in use.

In its second form it pulled nearly fifty per cent better than in its first! It ran in the same list of papers; every circumstance, except the illustration, was less favorable than before, even the fact that it was the second run of the copy being a handicap. Yet solely because of the illustration—and I do not now think it was a very good illustration—its value was increased one-half. If this had been tested in one or two mediums only, it might have been luck, but in three hundred and fifty the element of chance disappears.

Again, while handling a large international campaign it was my duty to send out once a year copy in a limited territory for an en-

tirely different article. The whole appropriation for this little brother was but a few thousand dollars, a fraction of a per cent of the major campaign, so that in the rush of the first two years' work we were content to repeat my predecessor's advertisements which had pulled most satisfactorily.

The next year I found more time to attend to little brother, but not enough for careful study. Therefore, as to copy and headlines, I let well enough alone and applied myself to the illustrations and typography of the advertisements. I threw out the old cuts and got new drawings which seemed more vigorous, arranged the headings in their proper relation to the copy and cuts, and thus prepared a series of small advertisements which I hoped would stand out on the page, however wretchedly the newspaper might place them. At the same time I reduced the space occupied by each advertisement exactly a quarter, and therefore cut the appropriation by a like amount.

In the face of this sharp reduction, sales that year went up eight per cent! Surely nothing but layout and illustration did this; the copy, good or bad, had not been changed.

The changes involved in both these examples were radical. In a series of tests, an advertising man proved to his complete satisfaction that so slight a matter as transposing a cut of the product from the bottom to the top of an advertisement has materially increased its returns, copy, heading, size of display, etc., remaining identical.

Such subtle details as these are beneath the vision of the enthusiast who claims copy is all. But if they can work improvements strong enough to be felt in the midst of a national campaign one can hardly banish the larger questions of display as of no value, when newspaper space runs into hundreds of dollars per inch.

The George O. Jenner Advertising Agency, Los Angeles, Cal., has changed its name to Jenner & Post, Inc.

This shows the kind of people that subscribe to

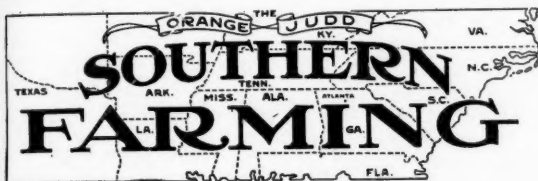
Orange Judd Company's new Southern farm weekly, **SOUTHERN FARMING**, a distinctively Southern paper, yet with the prestige and force of the Orange Judd organization.

"You do so much every week for every farm and ranch, home and garden, in our southern country, that I want to show my appreciation at this Christmas season. I therefore enclose \$5, being the renewal of my own subscription for three years, and two new subscriptions which I have obtained for Southern Farming."

"I also enclose the names and addresses of two farmers in this vicinity who do not take your paper, and of three other good farmers elsewhere who ought to be interested in it, in case they are not already on your list. Southern Farming is doing a great work for good farming and right living. Besides all that, you champion the farmers' cause in congress and in our legislatures most helpfully. Your Myrick monetary method and farm finance will yet solve this country's fiscal problems."

"L. H. HIGGINSON."

Southern Farming is growing, and growing rapidly, and its growth is of the substantial kind, for it is growing in advertising as well as in subscription patronage.



Edited at Atlanta, Ga., by Prof. L. A. Niven, a man who knows the conditions and needs of the *new* South, and who is an authority recognized by the best Southern farmers. Although our present rate of 25 cents per line is based on "45,000 circulation weekly guaranteed," *Southern Farming* has now over

65,000 Circulation Weekly

among the *leading* farmers in the South, men who are applying in the South the same aggressive methods that have made the Northern and Western farmers so prosperous.

If you will look at its crop and market reports, especially for the South, you will see why it is read by the prosperous Southern farmers who would be good customers for you.

Address nearest office for Sample Copies and further information regarding this new leading farm weekly—**SOUTHERN FARMING**—the farm paper for the whole South

ORANGE JUDD COMPANY, Publishers

HEADQUARTERS, 315 Fourth Avenue, New York

Southern Office, 326 Candler Building, Atlanta, Georgia

Western Office
1209 Peoples Gas Building
Chicago, Ill.

Northwestern Office
601 Oneida Building
Minneapolis, Minn.

New England Office
Myrick Building
Springfield, Mass.

IF a trade paper weeds out the unnecessary — if it gives its readers only the vital and indispensable — if it answers the thousand and one questions that come up every day, and answers them with intelligence and satisfaction — if it is an actual common bond between persons similarly occupied —

— then it is fulfilling the function for which it was created.

THERE'S a trade in this country that has such a trade paper — the trade is housekeeping; the paper is

Woman's Home Companion



CHANGES IN COPY DURING LAST TWENTY YEARS

COPY-WRITERS NOW GET TO THE
POINT MORE QUICKLY—LESS BEAT-
ING AROUND THE BUSH—MORE
ILLUSTRATION OF THE RIGHT SORT
—BETTER SET-UPS

By S. Roland Hall.

It is getting to be a common thing for some one to rise and remark that advertising practice changes almost over-night—that we have to arrange even our brains on the loose-leaf plan in order to keep up with the rapid advance of things.

It isn't quite that bad. Some good copy was written before any of us now living chewed the end of our pencils and gazed intently at the ceiling in the effort to corral the attention-attracting head-

cessful outdoor campaign conducted by Joseph in the land of Egypt. We must not claim too much for the modern ad-builder.

But changes have taken place. The "Gold Dust Twins" had not been born when the N. K. Fairbank advertisement shown here appeared in the *Youth's Companion* twenty years ago. The typography is wretched, and instead of showing what the package looked like, the designer of the advertisement chose to illustrate a large jack-knife in the process of cutting the price in two. These "off-side" illustrations were popular twenty years ago. It wasn't clever to illustrate just what you were driving at; you illustrated something that connected up wittily, or by some figure of speech, with the idea you sought to convey.

Mr. Charles Allen Reed away

We Cut Down

the price of Washing Powder from 15 cts. a pound to 6 1/4 cts. a pound.



Gold Dust

Washing Powder

Has Done It. The daily cleaning and weekly washing can be done with ANY Soap or other Washing Powder, and at less than **One Half the Cost.** Your grocer will sell you a package—4 pounds—for 25 cents.

N. K. FAIRBANK & CO., Sole Manufacturers,
CHICAGO, ST. LOUIS, NEW YORK, PHILADELPHIA, BOSTON,
BALTIMORE, NEW ORLEANS, SAN FRANCISCO,
PORTLAND ME., PORTLAND, ORE., PITTSBURGH AND MILWAUKEE.

STOP COLDS

FOR A POSTAL CARD.

Drop us a postal—we'll send you free our booklet on cold-stopping—tell you how to keep from being sick—A swallow of Cal-sayo La Rilla is worth a barrel of "cures"

Sold everywhere

Charles Allen Reed, 9 Cliff St., New York

"It Won't Go Off"

The Smith & Wesson Hammerless Safety Revolver cannot be fired unintentionally

Purposely directed pressure, simultaneously exerted on stock and trigger, is necessary to discharge it. Accidents are impossible. The only absolutely safe arm for pocket or home protection.

Illustrated Catalog Free

Smith & Wesson,

30 Brockbridge St.
Springfield, Mass.

THREE "OLD-TIMERS" THAT LOOK CURIOUS TO THE MORE EXPERIENCED MODERN EYE

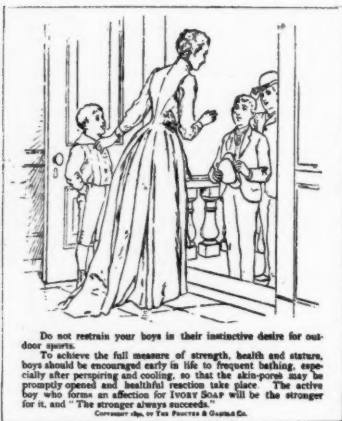
line, the desire-building introduction, the convincing description and the purse-opening or the coupon-signing admonition. The advertisement that G. Washington wrote of his farm and inserted in a newspaper considerably more than a hundred years ago wasn't a poor piece of copy. And some of us who attend Sabbath School faithfully are ever and anon reminded of that vigorous and suc-

cessful outdoor campaign conducted by Joseph in the land of Egypt. We must not claim too much for the modern ad-builder. But changes have taken place. The "Gold Dust Twins" had not been born when the N. K. Fairbank advertisement shown here appeared in the *Youth's Companion* twenty years ago. The typography is wretched, and instead of showing what the package looked like, the designer of the advertisement chose to illustrate a large jack-knife in the process of cutting the price in two. These "off-side" illustrations were popular twenty years ago. It wasn't clever to illustrate just what you were driving at; you illustrated something that connected up wittily, or by some figure of speech, with the idea you sought to convey.

would be given, or the reader would be told that he would find complete directions with the bottle when he bought.

The copy for the Smith & Wesson is not poor, but this 20-year-old piece of copy lacks that magnetism that draws every sports-loving man to the finely illustrated Smith & Wesson advertisements that we see in the magazines these days. We would call him a novice to-day who would submit a two-inch type advertisement for such a product.

The Ivory Soap advertisement isn't so bad, but the illustration is a little farther away from the



Do not restrain your boys in their instinctive desire for outdoor sports.

To achieve the full measure of strength, health and stature, boys should be encouraged early in life to frequent bathing, especially after perspiring and cooling, so that the skin-pores may be promptly opened and healthful reaction take place. The active boy who forms an addiction for IVORY SOAP will be the stronger for it, and "The stronger always succeeds."

Courtesy of The Printers & Publishers.

IVORY SOAP PICTURES TO-DAY HAVE MORE SUGGESTION

subject of soap than the modern Ivory pictures are. Perhaps this Ivory Soap copy got attention, though.

The Rugby Watch advertisement lets us into the secret of the early occupation of old "Well, Well, Well," who has amused us so often with his stentorian calls from the bleachers. He was a copy-writer for the Waterbury company before he became a baseball fan, and instead of telling the boys something about this Rugby Watch, its desirability, its price, etc., as Ingersoll and others do so cheerfully these modern days,

Well! Well! Well! O Boys!

How long are we to tell you

"Rugby" Watches

are waiting for you? We wouldn't jolly you this way if we hadn't something that we were sure you wanted.

Send for the "Rugby" Catalogue, No. 10, never mind if you don't want a Watch now. You will have a pointer when you are ready.

The Waterbury Watch Co.,
105 WATERBURY, CONN.

GOOD-NATURED BUT OLD-FASHIONED COPY

he tried to jolly the boys into sending for a catalogue that would tell them all about it.

Joseph Horne & Co. managed to get five displays in a 3-inch piece of copy, and there is little copy there to draw an inquiry anyhow—just the bare information that the advertiser would be glad to correspond and to send

Dry Goods by Mail.

We desire to correspond with every needer and user of

DRY GOODS.

We can convince you that it will be to your advantage to deal with us, and if necessary, deal with perfect satisfaction by mail

Sending Samples

Is the first principle in a Mail Order Business. Write and tell us what kind of goods you want.

CATALOGUE FREE!

JOS. HORNE & CO., 609-621 Penn Ave.,
PITTSBURG, PA.

JOSEPH HORNE CAN DO IT BETTER TO-DAY

samples to any who might want to buy dry goods by mail. You may be sure that if Mr. Bullock, of the present-day Joseph Horne store, was getting up a mail-order advertisement there would be some special article offered so as to get a definite pull to the adver-

Concerning Censorship
No. 7

COME IN, DON'T KNOCK

A CERTAIN Oriental monarch had a dream, and asked his wise men to interpret it.

The first said, "O Sultan, you shall not die until all your counsellors have died." In a rage at the thought of death, the monarch ordered the seer's decapitation.

The second said, "Sultan, you will live longer than all your counsellors." And this seer was given jewels and a fine robe.

There is a difference between proclaiming the excellence of your own product and emphasizing the inferiority of your competitors'.

Some think it a fine distinction. We think it very great.

We wish to exclude "knocking" copy from our columns because it destroys confidence and makes advertising less effective. And we are spending thousands of dollars to make advertising more effective. Because we are anxious to see the influence of advertising in our publications increase we recently lost one account that involved \$30,000 and we have lost many lesser accounts for the same principle.

It is unnecessary to make invidious comparisons.

Like the impulsive Sultan, we believe there are generally two ways of putting things and that the positive is far more effective than the negative.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE

PHILADELPHIA

STEINWAY & SONS

GRAND AND UPRIGHT PIANOS

beg to announce that they have been officially appointed by
Peers and Diplomats, which are displayed for public inspection
at their warerooms, manufacturers to

H. H. NICHOLAS II., Czar of Russia
H. H. FRANCIS JOSEPH, Emperor of Austria and King of Hungary
H. H. WILLIAM II., Emperor of Germany
H. H. VICTORIA, the Queen of Great Britain

FROM ROYAL WARRANTS:

THE PRINCE AND PRINCESS OF WALES
THE DUKE OF EDINBURGH
H. H. ROUSSEAU-FEODOR, Grand Duke of the Kaiser Dynasty, the Grand
OF RUSSIA
H. H. ALBERT, the King of Saxony
H. H. UMBERTO I., the King of Italy
H. H. OSCAR II., King of Sweden and Norway
H. H. THE QUEEN REGENT OF SPAIN
AND TO THEIR ROYAL HIGHNESSES

The Steinway Pianos are universally acknowledged to be
THE STANDARD PIANOS OF THE WORLD
they serving as Models to the entire Piano-making industry, the
Steinway system having been copied and adopted by almost every
piano-maker. They are preeminently the best instruments at
present made; exported to and sold in all continents of the
world, and preferred for private and public use by the greatest
living artists and scientists.

Illustrated Catalogue mailed free on application

STEINWAY & SONS

WAREHOUSES: STEINWAY BUILDING, 307 & 309 EAST 14th STREET
NEW YORK

A FAR CRY FROM THE FLAWLESS STEINWAY COPY OF 1913

tisement, or an attractive catalogue would be played up more strongly.

The Steinway folks were in the days of "begging to announce" when this ornamental-border advertisement formally proclaiming

A SAMPLE OF THE FRILLS AND FURBELOWS
OF TWENTY YEARS AGO

the appointment of the manufacturers to certain European dignitaries was published. There are no illustrations of the Steinway instrument and little is said about the product. Compare with any latter-day specimen, with its half-tone and pointed selling talk.

Finally compare the Wallace & Sons silver ad published twenty years ago with any silver advertisement to-day. The earlier advertisement shows the spoons, it is true, but the decorative scheme is greatly overdone. Look at a recent "Community Silver" advertisement and note how far the modern treatment of copy and illustration has gone forward.

Of course great strides have been made in the art of illustrating advertisements. Processes have increased and improved, and the lesson that a simple, strong illustration is greatly superior to an intricate, involved design, seems to have been generally learned.

But it seems to the writer that the greatest copy lesson that has been learned in the twenty years covered by these exhibits is the lesson of direct, simple appeal. Nowadays the best copy-writers are not trying to crack jokes, deceive or beat around the bush in their openings. They ask themselves, "What would appeal strongly to this man, this woman or this boy that I am trying to interest?" And they start in with that appeal and endeavor to go logically, interestingly and concisely to the end or to the point where the effort is made to induce the desired action on the part of the reader.

PITTSBURGH DEPARTMENT STORE INCORPORATES

The big department store of Kaufmann Brothers of Pittsburgh, Pa., is about to be organized into a \$10,000,000 corporation and known as the Kaufmann Department Stores Company, the purpose being, primarily, "to effect greater concentration of energy and operation and in order that the interests of the company may be extended to other important cities in this country. The company will have \$2,500,000 in net tangible assets." Kaufmann Brothers did a gross business of over \$10,000,000 in the year 1912.

NO NOURISHMENT IN PRESS
AGENCY

One of the stories that Vice-President Hugh O'Donnell, of the Poor Richard Club, of Philadelphia, told at the Sphinx Club dinner the other night, deserves immortalization. He was gently reproving the advertisers who sought to extort free publicity out of the newspapers instead of coming across manfully with full legal tender for the space desired. In order to perform their normal function for the advertisers the papers had to live, and there was no nourishment to speak of in free publicity.

The situation reminded him, he said, of the old darky who found himself sick in the hospital. The doctor, making his rounds the next morning, found him with a clinical thermometer in his mouth, and asked if he had had any nourishment.

"Well, I dunno, massa," said the darky. "Dere was a lady come in here a while ago and she gave me this piece of glass to suck, but dere don't seem to be no nourishment in it!"

C. E. JONES WITH NEW YORK
"EVENING POST"

Charles E. Jones has joined the advertising department of the New York *Evening Post*.

Mr. Jones was recently with the Munsey organization, and earlier in 1912 with the *Cosmopolitan*.

REPRESENTATIVES CONSIDER
CIRCULATION

Irving Paschall, of N. W. Ayer & Son, and Thomas Beck, circulation manager of *Collier's Weekly*, were the speakers at the luncheon of the Representatives Club at the Hotel McAlpin, New York, January 13. Both speakers discussed "Circulation and Its Relation to Advertising."

Mr. Paschall believed that how circulations are obtained concerned the advertiser very little. The main thing to be considered, he said, was what sort of "stuff" the editor puts into the publication, and next, where it circulates. Quantity, of course, is an all important element but the editor is the man who determines both the quantity and the quality of the circulation. The magazine that asks its readers to help it rather than the one that offers its readers rewards for subscribing is the one most likely to succeed. Quantity in circulation, Mr. Paschall concluded, is merely a matter of mathematics. Where the paper goes and what its editorial influence is are the talking points that succeed best with advertisers.

Mr. Beck told of his experience with Proctor & Gamble. He pleaded for better methods of getting circulations. The advertiser, he said, who adopted the same methods of selling his goods as those now used by most publishers would get a mortality rate among his customers twenty times as high as that which now exists among them.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

SOME THINGS THAT HAPPENED IN 1912

GLIMPSES OF IMPORTANT EVENTS
THAT HAVE GONE TO MAKE ONE
YEAR'S ADVERTISING HISTORY

National Association of Advertising Agents formed at Pittsburgh by a committee of twelve advertising agents.

Association of National Advertising Managers took action recommending a change in plan of agent's remuneration, from the commission to the service payment plan.

Affiliated Advertising Clubs (Detroit, Cleveland, Buffalo, Rochester) adopted a recommendation for a flat non-commission rate of payment.

Joseph Pulitzer's million-dollar school of journalism at Columbia opened. Thirty-one universities and colleges now have courses.

New Jersey decision upholds short rate clause as giving no liberty to cancel.

Brooks act passed in New York, compelling standard weight and count and marking of packages.

Parcel post law adopted and laid out.

Oldfield patent revision bills seriously threaten price maintenance on patented goods (following Dick Henry Supreme Court decision), causing general defensive movement among advertisers.

Attorney-General Wickersham pushes cases of price maintenance in various forms against advertisers, on ground of monopoly.

American Tobacco Company adopts direct-payment plan for advertising, agency rendering bills in triplicate; later agency commission is cut from fifteen to ten per cent, resulting in change of agency.

Vigilance committees in local and national ad clubs formed and active work begun.

Law against dishonest advertising passed in Massachusetts.

Chicago Medical Society begins crusade against medical advertising fakers.

California law against dishonest advertising declared constitutional.

Congress makes compulsory the statement of circulation and ownership; suit started to test it.

A. N. A. M. votes against agency house-organs.

Court upholds Curtis Publishing Company in refusing Winton advertising reflecting on other cars.

Poster association takes further steps to standardize poster conditions.

National Chamber of Commerce organized.

Frank Munsey buys New York Press.

Cyrus Curtis buys Philadelphia Public Ledger.

Country Life in America abandons twice-a-month idea.

Louisiana enacts "pure shoe law" demanding stamping of leathers.

McClure's Publications, Inc., acquires the Housekeeper.

Cornerstone laid of first "advertising building" (Chicago).

German newspapers of the country organize to develop advertising.

Co-operative Association of Newspapers formed to develop advertising.

Southern League of Home Newspapers formed to develop advertising.

American Magazine changes to larger page size.

Notable deaths of year: White-law Reid, of the New York Tribune; Major Carson, famous Washington correspondent; Homer Davenport, cartoonist; Dr. Isaac Funk, owner of the Literary Digest; Henry Labouchere, editor London Truth; Thomas C. Noyes, Washington Star; Frank Paul Scott, president of Century Company; David Lee Taylor, president Taylor-Critchfield Company, Chicago; J. Angus McDonald, author of a book on advertising; Stillson Hutchins, founder Washington Post and Washington Times; Emanuel Katz, newspaper special representative; William F. Goss, founder of Goss press plant; John M. Cruikshank, of Brooklyn Times.

The Wasteless Way To Advertise Machinery

is to advertise in the mediums that go to the *people who use your machinery*.

If it's automobiles, use the automobile and general papers—

If it's sewing machines, use ladies' and general magazines—

For the people you *must* sell to read *those* mediums for information about *that kind of machinery*.

And they are, therefore, the *nearest* to *wasteless* mediums you can get.

But, if you sell metal mining, engineering, construction, machine shop, power plant or coal mining machinery, you *don't* belong in automobile, ladies' or general mediums.

The man who advertises *that* kind of machinery in *general* magazines is like the woman who bought a cocktail just to get the cherry—and then found that they don't put cherries in them any more.

He is paying a high price to reach a few people who don't want to be reached that way.

The *wasteless* circulation of the Hill papers is a modern commodity which has been built up because it's a necessity to concerns which sell machinery *in engineering fields*.

This whole circulation wouldn't be worth thirty cents to a corset advertiser—and he couldn't buy it if he wanted to.

But to the man who sells machinery *in the fields it covers* it's worth more than *all* the circulation of *all* the papers in *all* the other fields—

Because to *this* man it's *wasteless*.

If you sell machinery or equipment to concerns in any of these fields, our "Make-It-Pay" Department will help you do it right. Call on it now—address

Hill Publishing Co.

505 Pearl Street

New York City

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The standard Paper of Civil Engineering. Circulation 19,000.

American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 25,000.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 34,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 11,000.

When advertisers begin to "stock-up" with advertising space bought on a cold blooded commercial basis, you will hear more about the benefits from advertising, and less about the importance of guaranteed circulation and a dozen and one other of the bugaboos which blind the average advertiser to the wholesome effect of printed salesmanship or whatever else you may choose to term it.

A merchant seeking a location analyzes a community from the viewpoint of population, competition and the demand for his kind of a store in the locality. If the town has population, weak competition in his line or not too much strong competition, he will put out his sign and seek that portion of the trade there which he believes is waiting him.

Rarely do you find a merchant anxious to enter an overcrowded field, unless he has unlimited capital and by sheer power of money and desire to conquer, disrupts a field in order that later he may control it.

Not so with advertisers seeking to merchandise a product. More often than not they court the medium carrying competitive accounts and frequently overlook a good publication offering virgin possibilities until some competitor wiser than they breaks in to the publication. Then they follow like sheep.

Advertisers love to graze in overcrowded pasture. Forage is much more expensive and difficult to gather, but they like company.

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Sunday

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220 Fifth
New York

Too much competition is as bad for most merchants as too little competition.

Too many competitive accounts in a publication are as unfortunate for a publication as too few accounts are.

All circulations are restricted by natural limitations. No one publication can absorb and control the attention of twenty million families. A combination of several leading publications do.

Sunday Magazines are not carrying all the business they should carry. Many advertisers fail to comprehend their tremendous power by indulging in theory to the elimination of fact.

No sort of publication has such hold on its readers as the Sunday newspaper. Merchants pay a higher rate for space therein and use more of it. Why? People have the time and mood to read on that day, the time and mood to reflect upon personal needs and desires. Their minds are receptive to the printed appeal.

Local merchants know their fields and govern merchandising methods accordingly.

The magazines issued by the great Sunday newspapers provide millions of readers with interesting literature, and through the attention value thus created make possible the opportunity for the advertiser to bring his product to their attention at moderate cost to him.

The American Sunday Monthly Magazine has gone to great expense to gather data to prove its necessity to the national advertiser. It is not content to merely claim and guarantee 2,000,000 circulation but it offers conclusive facts as to the manner in which this circulation may be utilized by the national advertiser to his profit. It is the one Sunday Magazine with a national distribution.

Forms close January 25 for March

American Sunday (Monthly) Magazine

230 Fifth Avenue
New York City

908 Hearst Building
Chicago, Ill.

The Ladies' World

and

Housekeeper

Buying an insertion in The Ladies' World and Housekeeper for one time at the \$3.50 rate for rising one million circulation sounds like a bargain—but buying the same circulation for one year commencing with the April number at an average rate of about \$4.25 a line—if you wish to sell an article that appeals to women—reads a good deal like a value—perhaps the best value that has ever confronted you.

**April forms
close
February 5th**

WALTER W. MANNING
Advertising Director

THE McCLURE PUBLICATIONS

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The Possible Market

INFLUENCE OF CHILDREN UPON SALES

YOUNG AMERICA MATURES IN TASTES MORE QUICKLY THAN DID FORMER GENERATION—NUMBER OF CHILDREN GOING TO SCHOOL AND HOW DISTRIBUTED—FOREIGN-BORN CHILDREN NOT SO NUMEROUS AS USUALLY THOUGHT

By Waldon Fawcett.

Figuratively speaking, the members of the rising generation are growing up much more quickly than did their parents. The up-to-date youngster of well-to-do parentage is versed in the niceties of dress and sophisticated as to books and plays and travel at an age when her mother or father had little more than shaken off the nursery influence. And it is suspected that just here lies the secret of the failure of many business men to grasp the full import of twentieth century juvenile influence. If not kept young by the presence of children in his own immediate household a man may not keep pace with juvenile progress.

Even if a manufacturer is skeptical as to whether a customer can be counted upon to buy the type of automobile urged by his son or the make of piano preferred by his daughter, the circumstance stares him in the face that actual juvenile needs—necessities if you will—represent a tremendous volume of business in this country to-day and one that argues for a study of such statistics as are available on the boy question and the girl question. Take, for example, the market created for school supplies, and "school supplies" in its broadest interpretation can be made to embrace a surprising range of goods. Indeed the tablets and slates and pencils represent but a drop in the bucket of school expenditures. Much more to the point is the fact that many manufacturers of

clothing and caps and shoes for children are coming to the policy of bringing out their new styles and adjusting factory output in conformity with school seasons which latter dictate to the average family the time of outfitting expenditures much more than do the mandates of fashion or even the bargain sales of the department stores.

Statistics lately completed by the U. S. Census Bureau indicate what a tremendous school attendance has resulted from the advanced position taken by the United States on the subject of education,—the free school facilities afforded and the compulsory education laws. This high percentage of school attendance in the United States as compared with most other countries is a matter for congratulation on the part of manufacturers and advertisers. Not only does it bespeak maximum present patronage (for the child in attendance at school must be clothed and equipped beyond the needs of a stay-at-home) but the resultant spread of education insures extensive audiences for future advertising appeal.

The national advertiser who, in his publicity calculations, can take into account young people of all ages should be perfectly safe in figuring that approximately one-third of our entire population is in the juvenile contingent, for the new figures, above mentioned, show that the persons of school age,—that is from six to twenty years,—total about 27,750,000, of whom 17,300,000, or slightly in excess of 62 per cent, are actually in attendance at school. Manufacturers who are at all interested may find it advantageous to specialize somewhat in the consideration of school statistics, for the conditions vary widely in the case of children of different ages.

Of the children from six to nine years of age more than 73 per cent attend school and the proportion is even greater in the case of

the children from ten to fourteen years, more than 88 per cent of the 9,000,000 children of this age being in attendance at school. However, when the fourteen year age limit is passed school attendance slumps off rapidly. Of the youth of fifteen to seventeen years 51 per cent or little more than half attend school, whereas in the division made up of young people from eighteen to twenty years of age only about 15 per cent are reported as in school. It is this decreased proportion of school attendance among the youth over fourteen that brings down the

this most favored age attended school. In the Northern and Western sections of the country over nine-tenths of all the children between ten and fourteen years are in school. In the Southern states the proportion approximates eight-tenths.

SOUTH MAKES FINE SHOWING

And just here it may be mentioned that all recent statistics seem to indicate that it is about time for business men to revise some of the opinions that have long been prevalent as to the South as a market. Whereas the

CHILDREN OF SCHOOL AGE IN THE UNITED STATES.

Division and State.	Persons 6 to 20 years, inclusive.			Persons 6 to 14 years, inclusive.		
	Total.	Attending School Number.	Per cent.	Total.	Attending School Number.	Per cent.
Continental U. S.	27,750,599	17,300,202	62.3	16,832,374	13,706,980	81.4
Geographic Divisions:						
New England.....	1,729,112	1,143,268	66.1	1,020,848	938,171	91.9
Middle Atlantic....	5,357,256	3,370,819	62.9	3,165,516	2,797,524	88.4
East North Central.	5,237,043	3,431,622	65.5	3,113,033	2,774,423	89.1
West North Central.	3,574,334	2,425,412	67.9	2,147,108	1,878,358	87.5
South Atlantic.....	4,139,759	2,347,450	56.7	2,601,537	1,829,959	70.3
East South Central.	2,889,349	1,673,263	57.9	1,813,364	1,273,522	70.3
West South Central.	3,057,574	1,747,007	57.1	1,929,188	1,336,743	69.3
Mountain	741,754	487,947	65.8	455,409	372,092	81.7
Pacific	1,024,418	673,414	65.7	586,371	506,153	86.3

general average to 62 per cent as above noted.

MORE CHILDREN IN SCHOOL THAN FORMERLY

The Federal survey of the situation shows that the period of maximum school attendance is in the ages from ten to fourteen years. This is to be expected because of various influences and the circumstance that compulsory school attendance, where it exists, generally embraces the period between eight and fourteen years. It is in the case of the children between ten and fourteen that we find the highest record of attendance.—over 88 per cent or upward of nine-tenths of all the children of this age,—and it is also interesting to note that this present showing of 88 per cent shows a commendable gain over the conditions of ten years ago when less than 80 per cent of the children of

general gain in school attendance by children of ten to fourteen years has been 8 per cent in the past ten years, in the South it has been close to 15 per cent, reflecting the great progress of popular education in these states in recent years. Even if the scope of the survey be extended to include all children between six and fourteen years the South makes a creditable showing. Indeed there are five Southern states,—Delaware, Maryland, District of Columbia, West Virginia and Oklahoma, where more than four-fifths of all the children between six and fourteen years are in school. Probably it will surprise no person to be told that of all the states in the Union Massachusetts and Vermont rank highest in school attendance. In each of these two states nearly 93 per cent of all the children between six and fourteen years are in school and throughout all New

England more than 94 per cent of the children between ten and fourteen years are attending school. Outside of the top-notchers among the New England States the best showing is made by New York, Michigan, Iowa and Nebraska.

While on the subject of school attendance some emphasis is probably due the fact that not only does the school system supply the incentive for a heavy volume of merchandising but it is also responsible for opening to the manufacturer, at a very moderate cost, certain valued channels of advertising. Many of the keenest interests in the field have found it advantageous to make school supplies or novelties the bearers of advertising messages and have conducted free distribution of pencils, pen-wipers, erasers, rulers, paper book-covers, canvas bags, etc. Similarly the public school organization, where it can be taken advantage of, is of the greatest assistance in the conduct of those prize contests, voting schemes, etc., which are favored by many advertisers as a means of obtaining publicity. It goes without saying that the entire membership of a school engaged in "team work" in a competition inspired by an advertiser will make more of a stir in a community than would such of the youngsters within that school's ranks as could be interested as individuals.

Whether children, and especially school children, can profitably be recruited for any such service must depend, of course, upon the nature of the goods to be exploited, the class of trade sought, etc., but there are a number of object lessons in comparatively recent history which prove the value of an appeal to the juniors.

The Buster Brown campaign of the Brown Shoe Company is a conspicuous example and so was the capitalization of the Teddy Bear idea. Sunny Jim, the ZuZu clowns and the Gold Dust Twins bear some relation to the same subject. Experience seems to prove that whether the juvenile market be cultivated for its own sake or merely as a means to the

end of adult patronage it is important to strike while the iron is hot,—that is, while youthful enthusiasm on a given subject is at its height. Herein seems to lie one of the secrets of the success of those firms which have in recent years turned to good account such developments as the craze of American boys for wireless telegraphy; the revival on the part of young people of the roller skating fad; the Boy Scouts and Camp Fire Girls movements, respectively, and a number of others.

CITY VS. COUNTRY CHILD

The U. S. Census officials have not as yet completed the tabulations that will indicate the distribution of children throughout the entire United States, but in most of the states where the situation has been canvassed it is found that the urban population shows a smaller proportion of children than the rural and a larger proportion of persons in the prime of life. There are some exceptions, as, for example, in New England, but in the main the advertiser who appeals to the country and small town audience stands the best chance of reaching the children. The Federal experts advance several theories in explanation of this characteristic of population distribution — a tendency that seems to grow more marked as time goes on. One of the main causes ascribed is the migration of adults to the city and another is the present creed of the average conscientious parent that a child must have the benefit of a maximum amount of fresh air and outdoor life.

Many advertisers will probably be greatly surprised when the detailed population statistics are made public some months hence by the poor showing, numerically, made by the foreign-born children. The superficial observer who hears of the numerous progeny brought into the country by many of the immigrants naturally concludes that the foreign-born children must, in the aggregate, constitute a formidable contingent. But the figures will show that in reality the foreign-born white

population comprises comparatively few children under fifteen years of age. In such a representative state as Indiana the proportion is only four per cent. In Connecticut, another state for which the figures are already complete, less than six per cent of the foreign-born population are children and in Alabama the showing is about the same.

But for all that the foreign-born children constitute a surprisingly small proportion of the entire foreign-born population they nevertheless comprise, of course, an important section of the juvenile market and taken in conjunction with the American-born children of foreign parents represent one of the most important elements of consumer demand. As a matter of fact, these children of foreign parents, to a great extent, dictate the trade of our foreign population,—not merely their own purchases, mind you, but the entire volume of business originating in such households.

THE FOREIGN-BORN CHILD

This statement can be readily verified by any business man who will look into the situation among the foreign population of his own community or who will talk with public school teachers having in charge the instruction of children of foreign parentage. The position attained by these children as the real purchasing agents of their respective households is due to their knowledge of the English language and the knowledge which they gain, through contact with other children, of American manners, customs and ideals. In many households the mother does not speak a word of English and in not a few families neither parent has any knowledge of the language. Or, if they do speak English, they find that they can make themselves understood, in some cases, only with difficulty and the tendency, particularly on the part of the women, is to become stay-at-homes or at least to associate only with their countrymen, depending upon their children to act as interpreters for them when necessary.

The children, on the other hand, naturally glory in the position of superiority or responsibility which is conferred by their knowledge of English and their new-made social connections. With the proverbial facility of youth they not only learn the language quickly but are enabled to speak without that accent which makes many of the elders sensitive. Thus it is the young people who read the signs and the newspapers; who keep in touch with the swift march of progress and of fashion; and who can enter any retail store without fear that they will encounter the sneers or the impatience of the clerks, come to be not only the arbiters of household demand but the actual disbursers of the family income in so far as it relates to advertised products. To be sure, such children, in a sense grown old before their time, do not constitute much of a market for toys and the indulgences of young America, but early acquire tastes and form habits with reference to the necessities of maturity.

Not merely in the case of the children of foreign birth or parentage, but in all the juvenile population, does this enlisting of the support of the rising generation enable the far-sighted advertiser to put a mortgage on the future. And, moreover, lifetime allegiance to the habits of youth is likely to obtain not only in the case of staples and necessities—all sorts of eatables, from breakfast foods to bonbons, and all manner of wearing apparel, from collars to shoes—but also in the case of incidentals and luxuries. The lad who in boyhood becomes strongly predisposed in favor of a given make of watch, or pocket knife, or fountain pen, rifle, camera or talking machine is very likely to continue the favoritism in after years. And probably every reader can call to mind some woman of his acquaintance who is loyal to a certain make of sewing machine because her mother had such a machine and she learned to sew on it. In this connection it may be added that never was there a shrewder move than that made by a well-known firm when

Delivering the Goods

—Slang, perhaps, but expressive of the service we have been giving publishers for twenty-five years. During the year 1912 *we paid every newspaper we represent more money for foreign advertising than in any other year in the history of any one of them.* This kind of service accounts for the fact that we are still representing papers that were on our list eight, ten and fifteen years ago.

Reviewing your last year's business—*has your representative delivered the goods? Was your foreign business greater last year, in actual net cash earnings, than the year before?*

Our increased facilities enable us to take care of two or three additional Daily newspapers. We would like to hear from publishers who feel that the foreign field is not netting them a sufficient revenue.

THE E. KATZ SPECIAL ADVERTISING AGENCY

Publisher's Representatives

**15-19 East 26th Street
New York City**

**Harris Trust Building
Chicago, Ill.**

it placed on the market, for the benefit of little girls, a toy carpet sweeper that is nothing less than a miniature edition, a perfect working model of the sweeper used by housewives. This same scheme would seem to promise results for manufacturers in certain other lines, say washing machines, bread mixers, fireless cookers and trade-marked furniture.

The acme of possibilities in the juvenile market is found in those spheres where juniors assume the rôle of purchasers, by proxy, for their elders. The latest and most striking exemplification of this is seen in the automobile industry. Not in the rare, isolated case, but in repeated instances, have busy men of affairs left the selection of cars to their sons, who had the leisure for investigation and demonstration and perhaps had, to boot, a mechanical knack that makes them actually the better judges of technical qualifications. As a natural sequence, there is many a household where the son and heir drives the car most of the time, even when father is a passenger. And not a few students of automobile sales policy seem to have come to the conclusion that the well-to-do young man of mechanical bent is more likely to be influenced by reason-why advertising than by the attributes of luxury, prestige, the hallmark of quality and the recommendation of friends which are so largely relied upon to close sales in the case of most adults of the monied class.

EXPORTS TO SOUTH AMERICA INCREASE

Exports from the United States to South America have grown from \$8 million dollars in 1902 to approximately 138 million in 1912, says a recent Washington dispatch. The percentage of gain in the exports to South America is much greater than that in exports to any other grand division of the world. The exports from the United States to Europe have increased about 50 per cent in the period from 1902 to 1912; those to North America, 175 per cent; to Asia and Oceania, about 120 per cent, and to South America nearly 300 per cent.

Turning to the other side of the account, the imports from South America show a gain in the period in question of a little more than 100 per cent, the figures having been in 1902 109 mil-

lion dollars and in 1912 approximately 239 millions. The percentage of gain in the imports from South America is also greater than that in imports from any other of the grand divisions, though not nearly so great as the percentage of gain in the exports to this section of the world.

EXPLAINS THAT HE ISN'T A PIN-HEAD

JAMES MANUFACTURING COMPANY
Sanitary Barn Equipment
FORT ATKINSON, WIS., Jan. 10, 1913.
Editor of PRINTERS' INK:

I am very much obliged to you for the specific information given in your letter of January 8th. I am not quite as much obliged to you for the reference in your editorial, which conveys the impression that I am somewhat of a pin-head.

In my letter of December 20th I asked for specific information, without going into the details of our intended change of trade-mark. You jumped to the conclusion that we proposed changing our trade-mark, sacrificing any and all of the good-will value built up around the name James. We had no such intention. In fact, the recommendation submitted our directors specifically recommended that a change in the trade-mark be made "provided this could be done without the loss of the good-will value built up around the name James."

We hardly think it fair that you publish a letter clearly not intended for publication, and editorially draw unfair inferences therefrom. This you have done.

Instead of understanding our position very thoroughly, you understand it not at all, having few of the facts in the case before you. Our letter of December 20th did not ask for your opinion in the matter, but merely requested specific reference to articles which might have a bearing on our problem.

Inasmuch as you editorially gave the impression that I am somewhat of a fool, it seems only reasonable to ask that you promptly apologize and make a public correction of the wrong impression given by your editorial.

E. W. SIMONS
Advertising Manager.

SELLING HOSIERY THROUGH CHURCH SOCIETIES

The Clover Hosiery Mills Company, Philadelphia, of which J. C. Hitchner is advertising manager, has been so well satisfied in its plan of selling hosiery by mail that it has decided to incorporate and extend its business further. This concern now consumes the output of four hosiery mills, besides importing from Germany. The feature of its plan is in securing the co-operation of the Ladies' Aid Society or some other organization of a church to whom it gives a liberal commission (20 per cent) on all sales made by the church people, and as everybody has to have hosiery it is usually an easy matter to sell the goods.

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THE OVERFINE IN COPY

FORMER BLUNTNESS HAS YIELDED TO A MORE POLISHED STYLE, WITH A POSSIBLE SACRIFICE OF STRENGTH—THE FOOLISH ENDEAVOR TO MAKE PROSAIC TYPE REPRODUCE TWILIGHTS AND SUNSETS

By Nathaniel C. Fowler, Jr.,

Author of the phrase, "The Prudent Has the Strength of Gibraltar."

Fifty years ago advertising was blunt and conventionally clear, comparatively few advertisements approaching within sight of the literary line. They were of the "Yea, yea, nay, nay" sort, and few of them were composed by other than plain, blunt business men, who had not been trained to manipulate words and juggle sentences.

They accomplished their purpose. And this style of advertisement would have remained had not competition required a change in the appearance of the face of business, with or without internal betterment.

Conditions planted a new field of industry, and from the ground sprang a product immature and little of it with strong or hardy roots,—an overwhelming crop of so-called advertising experts and writers, who proudly ignored experience, and attempted to couple the upholstered car of erudition with the rough-hewn freight car of business.

The whole world of politics, of theology, and of business was looking for a change, no matter what kind of a change, but a change anyway.

Originality, fearfully and wonderfully made, discharged itself from the lecture platform and invaded business.

Advertising, as flexible as type is adjustable, was unable to withstand the brainstorms.

To be different appeared to be worth more than to be right. Gross monstrosity, erratic typography, and untold labels of words were the results.

Advertisements were almost invariably written to suit the eccentricities and the perverted



Your "Long Felt Want"

advertisingly speaking, are media that can provedly "deliver the goods." This can be said and proven of the

NASHVILLE DEMOCRAT

It had "arrived" as soon as it had come into the life of the city. The Reason? It filled a "long felt want" in its newspaper needs. Otherwise it couldn't have started its career with 25,000 *actual subscribers*.

The NASHVILLE DEMOCRAT is intensely interwoven with the life of the city; is owned and managed by local men.

It carries more local advertising than any other newspaper—which means it has the fact-endorsement of the keenest advertisers, who are on the ground to watch results.

After using it exclusively for less than a year, one of them publicly gives the NASHVILLE DEMOCRAT credit for an increase of 25% in his business.

All the leading stores display their belief in the NASHVILLE DEMOCRAT through their display space in its columns.

There is plenty of additional evidence about its merits that we should like to display before you. When may we "show you?"

THE NASHVILLE DEMOCRAT

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

minds of both advertiser and advertisement writer, with a sublime contempt for the reader of advertisements.

The French salon and the American studio for a while forsook the art which hangs on walls, and grew impossible foliage from oil-and-water-colored earth, that caricatures of men and women, and children might gambol upon painted greens, with an advertisement hidden as a puzzle on the other side of a rock, or blanketed by the leaves of a tree.

College men and women, A.B.'s, A.M.'s, and Ph.D.'s, rushed into the vortex made by originality, and, with their academic training and a misconception of everything worth while, save that which the memory can store, hurled themselves at the walls of business, and many of them broke through.

The policy of these writers was not to tell truthfully and plainly the story of advertising, but, rather, to paint with brush, and set with type, sentences ground too fine to nourish the life of business. Glittering generalities of conglomerate words, strung together on silken cords, were the result, and they pleased that part of the æsthetic public which had not sense enough to read advertisements or money enough to buy the goods advertised.

The judgment of business began to interfere, and another change took place, which resulted in an epidemic of advertising brevity, — big space, and few words, so few that the story was never told, and the advertisement became a mere display of condensed rhetoric with expanded type.

After a while the same good old underlying judgment of business called a halt, and we are beginning to return to the horse-sense of the past. Yet there remains with us a not-yet-annihilated tendency to give more attention to how you say it than to what you say, especially on the part of the department store advertisement writers, who attempt to turn the economy of business into the profuseness of a kind

of literature which has not as yet been classified.

Probably a half of the department store advertisements, and a quarter of all other advertisements, are almost idiotic attempts to rose-color printer's ink, and to make prosaic type reproduce twilight and sunsets. Instead of getting right down to business, to telling what he has, what it is good for, and what it will cost, the writer literally scatters selected and scented adjectives upon his pages, turns no sharp corners, avoids bluntness and plainness, that he may appeal to the æsthetic side of the buyer of cold and heartless commodities.

I maintain that the purchaser of a \$3.98 shirtwaist is more likely to buy that waist if she is told what the waist is, and what it will cost her, in a plain and businesslike manner, than she is if the description of that shirtwaist resembles a bouquet of hot-house flowers, and the price is set in foliage.

The advertisement that connects seller and buyer is the one that gets there by the most direct route, and in the majority of cases it tells its story in a clear, precise way, without resort to fine sentences.

The other kind of advertisement may please the public the same as does a meaningless poem, that soothes but does not stimulate activity. And the reader himself may admire the advertisement, and ignore the goods advertised.

The object of advertising is not to advertise advertising, is not to impress the reader with the advertisement in itself, but rather, to carry the reader beyond the advertisement to the goods advertised.

The advertisers of this country, who have successfully advertised for half a century, are, in the main, those who have used short and simple words, direct statements, clean-cut and descriptive illustrations, and have told their story as Robinson Crusoe described his adventures, and as Franklin told the world how he gained his distinction.

"QUANTITY-QUALITY"
The Winning Combination

DURING THE YEAR 1912



**Led all other New York Morning and Sunday
 newspapers in total advertising gain.**

The American

GAINED 778,794 LINES

**This is more than THREE TIMES the gain made
 by the New York World in the same period.**

**AMERICAN ALSO LED IN
 DRY GOODS ADVERTISING GAIN**

IT IS recognized that Dry Goods Advertising indicates the trend of "best results," in view of the fact of its close daily contact with the buying public. It shows the way in no unmistakable manner to the most profitable medium.

1912 Compared With 1911

**New York American Gained
 400,067 Lines Dry Goods**

*Figures compiled by the Statistical Department New York
 Evening Post*

**Advertising That Pays Grows
 Advertising That Grows Pays**

McClure's Is a Standard Magazine

Hundreds of thousands of the best people in the land believe that Samuel S. McClure put the "Standard" in Standard Magazine.

Not only did Mr. McClure impart the journalistic touch for the first time to the world's periodical literature, but he discovered and introduced the following writers: Rudyard Kipling, Gilbert Parker, Robert Louis Stevenson, O. Henry, Myra Kelly, Booth Tarkington, Arnold Bennett, Ida Tarbell, Marjorie Montessori and Perceval Gibbon.

McClure's investigators, George Kibbe Turner and Burton J. Hendrick, have reported the facts in every important world movement in such an authoritative way that many of the best institutions of learning have used their articles as text books.

McClure's for twenty years has grown steadily, because it has a definite purpose based upon character and truth.

McClure's Is a Standard of Value

Because you as an advertiser are buying the editorial appeal of a magazine.

Because we can show you that the McClure's of today has a greater hold upon its readers than ever.

Because the making of a magazine depends absolutely upon the ability of its editor and the contributors which he introduces to the readers.

Everything in the world being comparative—please compare these contributors in the March McClure's.

Maria Montessori
 Jeffrey Farnol
 Elizabeth Robins
 Samuel Merwin
 Rex Milholland
 Ella Sibert Cather
 Leonard Merrick
 James Montgomery Flagg

Owen Johnson
 Wallace Irwin
 Burton J. Hendrick
 William J. Burns
 Gilbert K. Chesterton
 Samuel Hopkins Adams
 Helen Green
 A. B. Wenzell
 Charles Dana Gibson

You owe it to yourself to read McClure's.

WALTER W. MANNING, Advertising Director

The McClure Publications, Inc.
 McClure Building, New York

The Leading National Semi-Monthly Farm Paper

FARM AND HOME

600,000 Circulation

January 20, 1913.

To Advertisers:

FARM AND HOME never had a better subscription month in all its history than the month of December just past.

In that month FARM AND HOME received a total of 54,482 subscribers—40,885 being new subscriptions, and 13,597 being renewals.

This volume of business represents an increase of 15,182 subscriptions over December, 1911, and this gain is not only confined to the month of December but has extended over several months, and from general conditions it looks as though the spring subscription months would continue to show an increase.

The editions on FARM and HOME for the the first two issues of 1913 were as follows:

January 1, 1913 --- 602,825

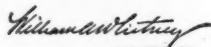
January 15, " --- 603,075

Thus you will observe that while we are guaranteeing only 500,000 circulation at the rate (\$2.00 per line) now in force, FARM AND HOME is actually giving advertisers 600,000 every issue. We would be very glad to furnish further information.

Yours very truly,

THE PHELPS PUBLISHING COMPANY.

Chicago, Ill.
New York, N. Y.
Minneapolis, Minn.
Aberdeen, S. D.
Atlanta, Ga.
Springfield, Mass.



Advertising Manager.

The Convention of To-day and To-morrow

By Bert M. Moses,

Pres., Association of American Advertisers

The verb "to con" (meaning to hoodwink or hornswoggle) has not yet been admitted into pure speech, but time only is needed to give it naturalization papers.

Its origin has generally been traced back to the so-called "confidence man," but this is now disputed.

I hear that the Boston Society for the Renovation of Language, under its official seal, has declared that "con" comes to us from the word "convention."

Goldberg, in one of his inimitable cartoons, has given us a picture of "the guy who took the con out of convention," but there is a suspicion that the syllable is still there and that Goldberg is a trifle premature.

Yes, it is still there, and as I have been one of the conspicuously guilty parties who helped put the "con" in convention, I want to be one of the first to help take it out.

Conventions are great things, my fellow countrymen!

The first thought in promoting a convention is to scare up a crowd.

There is much beating upon tom-toms, much stirring of the brambles, and much indulgence in exuberant exclamations.

Enthusiasm bubbles in ebullient breasts, and supreme efforts are made to surpass the attendance of the last convention.

Emissaries and ministers plenipotentiary are dispatched by first steamer to enlist recruits from abroad, the United States not containing enough citizens to satisfy the craving for a crowd.

Delegations are secured from Soorujghma, Ballymena, Pekin, Bang-pa-Kung and Lower Egypt, and the emissaries and ministers are greeted at the dock upon their return by the constabulary and aldermen of the cities in which they live.

And when convention time comes, the success of the meeting is determined by counting noses.

That is to say, attendance weighs heavier in the scale than accomplishment.

While the outriders are driving in the results of the round-ups, other well-meaning and enthusiastic folks are fixing up a programme.

It is a common belief that a successful convention is one where very many people attempt to do very many things.

The ordinary business man is of the opinion that there are enough real problems in advertising or anything else to keep a convention fairly busy during the time when it is not visiting the public library and the engine house.

But programme-makers take issue upon this point.

They believe in appointing committees to suggest new problems and to create imaginary evils at which to throw stones.

A committee, by the way, is an arrangement whereby several men fail to accomplish in six months what any good executive could accomplish in six minutes all alone.

Whenever you want to queer anything, refer it to a committee.

Artificial problems created by committees have come to be known as "peanut problems."

Each such peanut problem is assigned to a separate committee, which in turn is divided up into sub-committees, and the problem itself is classified by states, counties and townships.

Before you know it, there are so many problems, so many committees, so many chairmen, so many majority reports and so many minority reports that you have an olla-podrida resembling corned-beef hash with a fried egg on top and fish chowder on the side.

Then other committees have to be appointed to remove the wounded and to fill up the gaps.

During all these proceedings much language is liberated, and the opinions expressed are so antagonistic that in the finality little comes from all the effort expended.

To illustrate, this burning question was once propounded:

"What is an advertiser?"

The inevitable committee was appointed, and conflicting reports are anticipated from the various sub-committees, so that the problem will have to be resubmitted to the next annual meeting, and new committees and sub-committees appointed to run the thing down.

When this poignant problem was first shaken from the tree, I asked the boy who calls for the laundry if he could tell me what an advertiser is, and he said:

"Why, he's a blokie what advertises."

And I had to admit that I agreed with him.

Other problems like these bob up from time to time:

"Is it ethical to pay less per line for space than some other advertiser is paying?"

"If an advertisement has no border around it, is there or is there not danger of the psychology running over the edges and falling off?"

"If a man fails as a barber, is there not hope still that he can succeed as an advertisement writer?"

"Why is it that so many advertisers resort to false and misleading advertisements while the members of this convention never do anything of the sort?"

"Is it not highly desirable that advertisers who have made huge successes by great labor should tell all about them, so other advertisers can do likewise without working at all?"

These are fool problems all right, but they are in the same class with many of the actual problems pronounced solemnly by real committees and referred to other real committees at real conventions.

Dropping persiflage, and getting back to sanity and safety, I want to say a few words to my brethren that somebody will say if I don't.

The Baltimore convention promises to be the most largely attended of any gathering of advertising men so far as history records.

The entertainment features surpass in every respect all precedent.

Governors, congressmen, mayors and councilmen will welcome the boys who are doing so much to make the business wheels go round.

All this is splendid, but I most respectfully offer the suggestion that it is better to do one or two things well than to undertake off-hand the reformation of the world in all its evil phases.

All adown the times we find recorded the efforts of great and good men to make their fellows honest.

God knows there is more call now for honesty than there ever was before.

I believe the Baltimore convention would live in the pages of history as long as records last if it should be called to order, listen to the invocation, introduce the resolution that follows, adopt it unanimously and then adjourn:

"Resolved that it is desirable and praiseworthy for advertisers to stick to facts, and nothing but facts, in their advertising. Let each of us try it for a year himself, and after we have all done the thing, we will hold another convention and tell the rest of the advertising world how well it works."

If this one accomplishment is thought insufficient, it might be permissible to take the word "Facts" and apply it to newspaper and magazine circulation.

No living man—no man who has gone before—has supplied a definition of "circulation" that is recognized as standard, so that to-day "circulation" has as many meanings as Mars has moons.

And yet circulation is what an overwhelming percentage of an advertiser's money is expended for.

A small handful of men have been struggling with this problem for a dozen years, and have made some progress, but the great Baltimore convention, with five or ten thousand minds concentrated upon the theme, could surely devise some method of putting the purchase of circulation on a solid business basis.

Advertising is one of the most uncertain and costly things in this age of high living, and easily ranks in uncertainty and cost with the maintenance of an automobile and the sending of a son to college.

And yet millions upon millions are invested in it annually without more than a passing thought about its actual quantity and true quality.

Advertising is the one thing a business man will buy without taking off the wrapper and examining the contents.

It is the only item of expense upon his books that he does not check up beyond looking to see if his ad appears in the one copy he uses for checking purposes.

My hands are up in the air, and I will be grateful forever if some benevolent and kindly person will tell me why this is so.

I find the following paragraph in the advance announcement of the Baltimore meeting:

"One of the instructive features of the convention will be the Exhibit of Advertising, covering upwards of 30,000 square feet of wall space and a corresponding amount of floor space. Included in this exhibit will be displays of advertising as employed by business concerns in different countries. Already elaborate exhibits have been promised from Germany, Russia, France, Belgium and Italy. There will be shown not fewer than three national campaigns of advertisers of the United States, exemplifying their various forms of publicity. The Department of Graphic Arts will be a feature. It will line both sides of the Armory."

Now, this is surely fine, but, hard as it is to believe, it is only ONE feature of the convention.

There is enough here, and more



Do you know
that a man can
hardly lay aside
a letter on Old
Hampshire
Bond, without
reading it?

Old
Hampshire
Bond

Ask us for the Old Hampshire Bond Book of Specimens. One style of printing, lithographing or engraving on white or one of the fourteen colors of Old Hampshire Bond, is sure to express exactly the feeling tone you desire for your stationery. Ask for it on your present letterhead.

**HAMPSHIRE
PAPER CO.**

South Hadley Falls, Mass.

The only paper makers in the
world making bond paper
exclusively

than enough, for one convention.

If those who attend the Baltimore meeting give anything like half-way attention to this great display, and if they really want to go back home with some facts that they can turn into profit in their own business, every moment at Baltimore ought to be faithfully given to this splendid array of things you can see with your eyes—actual demonstrations of vital matters to every advertiser.

It is sad to think that this great exhibit will get only passing glances, because there will be a thousand other and far lesser things to divert the mind.

The consuming passion for quantity finds its way, it seems, into every avenue of human endeavor.

Bulk is impressive, perhaps, but facts are what count in figuring out the batting averages.

Gentlemen of the Convention and Fellow Citizens of Baltimore, facts are the only things in the Western Hemisphere, and also the Eastern, that you can never get too much of.

The Associated Advertising Clubs of America have adopted a striking emblem, the chief strength of which is the fine word "Truth" spread across a map of the two Americas.

If I may express an opinion, I think the word "Facts" would have made the emblem a more powerful gonfalon.

Truth is so often a mere point of view, as we perennially see in religion, politics, art, literature and business.

But facts are eternal and indestructible, and are as immutable as natural laws.

If two lines were used upon such an emblem, the second could well be common sense.

Next to facts, common sense is essential to big accomplishments.

And there is just one word more to complete the thing—the beautiful and the mighty word **work**.

If you want empire builders—if you want history makers—if you want men to redeem the world—give facts to men who have com-

mon sense and a consuming inclination to work.

What the advertising world needs to-day is simplicity.

It needs teachers who will take the theme of advertising and lay the plain facts about it before the rising generation.

It is all wrong to complicate it—all wrong to cut it up into countless divisions and subdivisions—all wrong to invent high-sounding but meaningless phrases—all wrong to confound and bewilder and confuse those who are anxious to get a finger-hold.

Perhaps it is too soon to counsel moderation and too soon to expect wisdom to prevail.

But come it must, and my earnest hope is that at Baltimore the plans for the convention that is to follow will be remarkable for their brevity and for their concentration upon a few themes.

The senseless striving for record-breaking attendance—the frantic efforts of one city to outdo the others in lavish entertainment—the use of the Associated Advertising Clubs of America as a means by which cities may advertise themselves at relatively small cost in proportion to the publicity secured cannot endure.

Successful advertising consists of facts, common sense and work, and the time is just around the corner when any man who teaches otherwise will find no hearers.

NEW OFFICERS OF UTICA, N. Y. AD CLUB

At the monthly meeting of the Utica (N. Y.) Ad Club last week, Frank J. Baker was made president to succeed H. F. Kelleman, who resigned on account of poor health. Frank B. Westcott was made treasurer in place of S. F. French, who resigned, and John Maher was made first vice-president. At this meeting A. C. Barker, of the Savage Arms company, read a paper entitled "The First Requisite of Advertising."

The Illinois Central Railway Company has been asked for \$60,000 damages by Charles J. Bour, president of the National Railway Advertising Company, Chicago. Several years ago the road took over the advertising in its suburban trains, handling it themselves. Mr. Bour claims to have had a contract to furnish the cards himself and asks damages for money and loss of reputation.

What a Newspaper Has to Sell

When a newspaper sells its advertising space on a commodity basis it sells a definite number of possible or prospective customers.

The only way to estimate accurately the commodity (prospective customers) which any newspaper has to sell is to average its daily net paid circulation for a full year.

PLAYING FAIR WITH THE ADVERTISER IS ONE THING, AND PRETENDING TO PLAY FAIR IS QUITE ANOTHER.

Since April, 1910, THE GLOBE has plainly stated and proved its net paid circulation month by month and submitted to five different audits by organizations representing advertisers or doing the work for advertisers.

THE GLOBE'S AVERAGE DAILY NET PAID CIRCULATION BY MONTHS, from April, 1910, to January 1, 1913.

	Average Net Sale		Average Net Sale
April, 1910.....	101,586	April, 1911.....	104,869
May, ".....	110,384	May, ".....	113,715
June, ".....	109,106	June, ".....	115,598
July, ".....	108,383	July, ".....	109,372
August, ".....	107,516	August, ".....	115,939
September, ".....	102,330	September, ".....	135,988
October, ".....	107,024	October, ".....	144,997
November, ".....	97,905	November, ".....	120,574
December, ".....	94,048	December, ".....	121,123
January, 1911.....	96,102	January, 1912.....	113,564
February, ".....	94,001	February, ".....	114,163
March, ".....	97,040	March, ".....	117,376

Daily Average for the year,
April 1, 1910, to April 1,
1911.....102,117

Daily Average for the year,
April 1, 1911, to April 1,
1912.....118,942

	Average Net Sale
April, 1912.....	144,656
May, ".....	140,841
June, ".....	137,348
July, ".....	127,929
August, ".....	124,314
September, ".....	129,211
October, ".....	149,485
November, ".....	131,838
December, ".....	120,791

Daily Average for 9 months,
April 1, 1912, to Dec. 31, 1912.....134,046

Every figure in the statement, except the months of November and December, 1912, has been verified by examinations by The Association of American Advertisers or N. W. Ayer & Sons, copies of which audits will be shown any advertiser.

The Globe
AND **Commercial Advertiser.**
NEW YORK'S LARGEST NEWSPAPER.

New York's Foremost High-Class Evening Newspaper

O'MARA AND ORMSBEE
Foreign Representatives

Tribune Bldg., Chicago

Brunswick Bldg., New York

Rx For Advti

- ① Choose a medium with the test of time back of it and the power of imparting this prestige to its advertisers—**THEN STICK TO IT THROUGH THICK AND THIN!**
- ② Buy a definite quantity in distribution, at a rate which experience has proved to be equitable.
- ③ Insist upon a definite *quality* in circulation—beware inflated, artificially-created circulation.
- ④ Buy space in a medium possessing sufficient trade-influence to effect distribution among dealers.

This prescription, properly followed, will end unre-

THE FRANK A. MUNSEY COMPANY

175 Fifth Avenue, New York

Old South Building
Boston

Commercial National Bank Bldg.
Chicago

Advertising Unrest

- 1 MUNSEY'S MAGAZINE has played a leading part in every advertising success in the past two decades. Some of its advertisers have used space continuously for five, ten, fifteen years.
 - 2 For 1913, THE MUNSEY *guarantees* an average of 400,000 copies at \$400 per page. Most advertising successes have been based upon a rate of \$1 per page per 1000.
 - 3 THE MUNSEY is never sold through canvassers, offers no premiums and is quoted in no "clubs." Its readers buy it of their own volition.
 - 4 THE MUNSEY has been recognized as a powerful influence in trade circles for nearly a quarter of a century.
- ty, inconsistency in selecting media from year to year

"PRINTERS' INK" in 1912

During 1912 **PRINTERS' INK** carried 2,873 pages of text matter, this being an increase over 1911 of 140 pages.

In 1911 **PRINTERS' INK** published 926 feature articles. In 1912 the thousand mark was passed, and the total number is 1,063, not including editorial and news items. Nearly half of these articles were contributed by executives of well-known concerns.

There were over thirty-five articles written by presidents of concerns—"the men higher up." A few names are: Walter A. Cottingham, of the Sherwin-Williams Company; Melville W. Mix, of the Dodge Manufacturing Company; Jacob Epstein, of the Baltimore Bargain House; E. Biardot, of the Franco-American Food Company; George Whelan, of the United Cigar Stores Company; Joseph H. Emery, of Lord & Taylor; Louis Runkel, of Runkel Bros., Inc., and Charles H. Steinway, of Steinway & Sons.

Fifty other articles were contributed by other executives of firms of national reputation. Some of these were: G. W. Bennett, vice-president Willys-Overland Company; Louis F. Geissler, general manager Victor Talking Machine Company; V. L. Price, vice-president National Candy Company; Leonard N. Frailey, secretary Joseph Campbell Company; Arthur H. Scott, sales manager Scott Paper Company, and many others.

One of the strong series of the year was on trade-marks and good will by Edward S. Rogers, of the Chicago bar.

P. C. Knox, Secretary of State, and Charles Nagel, Secretary of Commerce and Labor, were represented by signed articles.

PRINTERS' INK has been able to serve its subscribers particularly well during 1912 with this strong backing from the outside. The subject of price-protection legislation has been one of serious importance to advertisers, and **PRINTERS' INK**, through its Washington correspondent, has followed current developments and

given its subscribers over twenty articles on this subject during 1912.

A large proportion of the year's contributions were based on actual campaigns. A list of the commodities covered in 1912 would take more space than we can give it. In this connection **PRINTERS' INK** has established an information and research bureau which will refer subscribers to articles in **PRINTERS' INK** on any subject relating to selling.

At the time of the convention of the A. A. C. A. in Dallas, Tex., **PRINTERS' INK** had two of its editorial staff on the grounds and was able to give detailed reports of the meetings to those who were unable to attend.

The series of articles on typography in copy by Gilbert P. Farar has also caused much comment. Ten articles on catalogue making—and more will come—were written after long investigation by a staff man.

THE ORIGIN OF ONE TRADE FIGURE

The story of Kellogg's wouldn't be complete without a few remarks about the "Sweetheart of the Corn." The sweetheart is pretty well known in advertising circles as a typical figure. Like Topsy, she wasn't born—she just happened.

A lithograph company first displayed her to our advertising agency. She was the sweetheart, all right, just as we have her to-day, except that instead of a shock of corn she was embracing a sheaf of wheat. We took out the wheat and put in the corn and then sparred around for a title for the advertising subject, only planning to use it for a single piece of copy.

The title as finally adopted, "The Sweetheart of the Corn," was conceived, I am informed, for this was before my time, by John F. Sowers, of the Clague-Painter-Jones Company. After we had used the sweetheart for a few times as an advertising subject her value as a typical figure gradually dawned upon us and to-day the sweetheart figure on the package and elsewhere is printed probably upwards of a hundred million times a year.—From address by R. O. Eastman.

PANCOAST GOES WITH FULLER

Chalmers Lowell Pancoast, who has served as advertising manager of Calumet Baking Power Company for a time, has accepted a position with the Charles H. Fuller Company, of Chicago, as assistant to Herbert Watson in the campaign department.

PRICE MAINTENANCE ATTACKED FROM NEW ANGLE

IN CASE OF KOHLER DIE & SPECIALTY COMPANY VS. FAIR DEPARTMENT STORE OF CHICAGO LATTER URGES THAT PATENTEE HAS NO FURTHER RIGHTS IF HE HAS RECEIVED FULL PRICE—COURT RULINGS UPON CONITIONAL AND ABSOLUTE SALES

Special Washington Correspondence.

The manufacturer's right to fix the resale price, based on patent privileges, is attacked from what is asserted to be a brand new angle in a case now before the United States Supreme Court. To be sure, the claim for originality of view-point in this the latest legal controversy between a manufacturer and a department store is made by the attorneys for the latter interest, but the prevailing opinion in the best-informed judicial circles at the national capital seems to be that the contention is correct. Or, at least, that this particular issue has not previously been brought to the attention of the Federal court of last resort—which is what counts.

The parties to the present dispute over merchandising ethics are, respectively, The Fair, the Chicago department store, and the Kohler Die & Specialty Company, the latter the manufacturer of patented devices known as gas jet heaters, which are sold to jobbers and by them, in turn, to retailers, in accordance with the usual plan of distribution. The case comes to the Federal Supreme Court on appeal from the Circuit Court of the United States for the Northern District of Illinois, and aside from its manifest significance, is invested with a certain added interest by the circumstance that the Supreme Court is likely to render its decision early in the spring of 1913—that is, in advance of the decisions on some of the other cases involving price maintenance that are now enlisting attention.

Appeal on the part of The Fair results, indirectly, from the practice of the Kohler Company—in

common with numerous other manufacturers—of placarding its product with notices of warning against price cutting. The form of notice adopted by the Kohler Company is not fundamentally different from those in use by a number of other manufacturers, but it is perhaps worthy of passing attention as an example of a model, iron-clad, double-riveted warning. It reads:

SPECIAL NOTICE

This gas jet heater is licensed by us for sale and use only when sold to the public at a price not less than \$1.50. No license is granted to sell it to the public at less price than \$1.50 or to use it if sold at less than such price. Any sale in violation of this condition or its use when so sold will constitute an infringement of our United States letters patent under which this gas jet heater is constructed, and all parties so selling or using it contrary to the terms of this license will be treated as infringers of said patent and will render themselves liable to an injunction and damages. The license to sell is good only so long as this label remains upon the package, and erasures or removal of this label will be construed as a cancellation of the license. A purchase is an acceptance of these conditions. All rights revert to the undersigned in the event of any violation.

KOHLER DIE & SPECIALTY Co.,
Sole Licensee.

It is recited in the petition of the appellant that The Fair sold to the public some of these devices for less than \$1.50, the fixed price, and that thereupon the Kohler Company filed a bill of complaint charging patent infringement. Then follows a review of the progress of the case in the lower courts to an ultimate victory for the Kohler Company and an exhaustive discussion of various intricate legal points as to jurisdiction which are in controversy. With the latter disposed of, however, to the satisfaction of counsel, the document filed with the Supreme Court undertakes an elaborate and lengthy attack upon the broad principle of the fixed resale price under patent rights.

At the very outset, and repeatedly throughout the petition, the utmost emphasis is placed on the fact that The Fair purchased its stock of gas jet heaters through the regular jobbing channels and in all cases paid the full price set by the manufacturer.

This is the keynote to the alleged newly-disclosed phase of the subject upon which a pronouncement is sought from the Supreme Court.

The line of reasoning on behalf of The Fair is indicated when it is stated: "The solution of the question raised depends upon the true construction of the patent statute, and particularly the word 'vend' therein contained. We most respectfully suggest and insist that this precise question has never been directly presented to or passed upon by this court."

Pursuing the subject, it is pointed out that the revised (patent) statutes give the patent owner the right to "make, use and vend" the invention or discovery, but it is argued that each of these terms have separate and distinct meanings. In other words, the grant of Congress, it is contended, is not of one monopoly, but of three monopolies, independent of one another. Particularizing, the word "vend" is declared to mean the parting with the entire title for a full consideration, and the monopoly, it is argued, has been conferred and is exhausted when the patentee has received the whole pecuniary tribute he has fixed for his device.

The plea on behalf of The Fair continues: "If the patentee makes the device and fixes his price therefor, states a sum for which he is willing to vend it, and receives this sum, such device is free from *all* the monopolies of the patent unless as a condition or part of the sale there has been a clear intention or understanding that such sale is made subject to a restriction or limitation upon the use, not the resale, of the device. The patentee cannot be said to have vended or sold his device unless he has received the full tribute he has fixed therefor. If he has not received his price, then the device is not freed from the patent monopoly. If, however, he does receive all he asks therefor, then the article is delivered free from any and all right, title or interest of the patentee, unless there has been a bona fide restriction on the use.

Where, as here, the patentee *has been paid the last cent he is to receive for his device and there is no limitation upon its manner of use, such device passes out of or beyond the patent monopoly.*" (The italics are ours.)

This logic is followed by the statement: "It needs no argument to show that when such devices are thus once freed from the patent, any attempted restriction or limitation upon resale does not present a case arising under the patent laws, but depends entirely upon principles of the common law and rights of private contract. There is no case in this court arising under the patent laws which warrants in the slightest degree a restriction upon resale when the patentee has received his full tribute."

COURT DECISIONS REGARDING "CONDITIONAL SALES"

It is admitted that under the decisions of the United States Supreme Court the strict legal title to a device may be passed and yet such title be subject to a limitation or restriction upon the manner of use of such device, thus converting the sale into a qualified or conditional one, but it is argued that such limitation or restriction must be upon the use, and cannot be upon the resale. All this leads up to a skillful attempt to link up the case of price cutting under patent rights with price cutting under copyright, which, our readers will recall, was sanctioned by the Supreme Court in the case of Scribner and other publishers against R. H. Macy & Co. Counsel for The Fair now asserts: "When, as here, the monopoly to vend only is involved, there is no possible distinction between the patent and the copyright laws."

No person can say that the legal representatives of the Chicago department store have not the courage of their convictions in their present assault on fixed prices, for they have not ignored, in their voluminous petition, any of the various notable cases in the past which have involved the issue of price maintenance under

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SAN ANTONIO EXPRESS

Breaks All Records for 1912

Carries more advertising than any paper in Texas for the year and shows substantial gain over 1911

As an evidence of its advertising value, the San Antonio Express points to its remarkable record of advertising carried for the year 1912. It not only broke its own record for the previous year but broke all other Texas newspaper records. Here are the figures:

San Antonio Express.....	27,001 columns
Second best paper.....	26,531 columns
Third best paper.....	26,380 columns
Fourth best paper.....	22,238 columns

No other San Antonio or Southwest Texas paper is among the first four.

For the Express all the above figures are exclusive of any special editions; such editions being deducted.

For the Year 1911 the Express carried 26,676 columns.

Express classified advertising for 1912—88,088 Agate lines.

Year after year the Express makes a new record. The reason is found in the confidence the advertisers have in the Express. They have proved its value. They know it is not an unknown quantity because it goes into the homes, and reaches the best class.

If you wish to cover San Antonio and Southwest Texas and reach the real, paying buyers, the people with buying power, you can do it through the **EXPRESS ALONE**.

Circulation audited by the A. A. A. Report on request.

Let us give you further reasons why you should use the Express. Address

SAN ANTONIO EXPRESS, SAN ANTONIO, TEXAS, or

THE JOHN BUDD COMPANY

Advertising Representatives

Tribune Bldg.
Chicago.

Brunswick Bldg.
New York City.

Chemical Bldg.
St. Louis.

OUT TODAY!

“The Book of Circulation”

being a full, frank and straight-from-the-shoulder discussion of magazine circulation.

The why and wherefore of the “small town” field; why renewals count more than new subscribers in judging an editor; the fool questions subscribers are asked; Child's or the Waldorf; and other interesting things.

Every advertiser will be remembered.

THE HOUSEWIFE

30 Irving Place

New York

patents and which have served as precedents and as guides to mercantile practice. On the contrary, The Fair's spokesmen take up these various cases one by one, usually at great length, and argue for a certain interpretation of their significance calculated to square all that has gone before with their present premise. Not merely the epoch-making cases which have been before the Supreme Court are thus retailed, but also a number of cases in lower courts. And it is interesting to note in how many of these cases The Fair figured as defendant in the suits growing out of price cutting.

For one thing, it is pointed out that the case now before the Supreme Court is very different in the circumstances presented from those of the Heaton Button Fastener Company and the Dick mimeograph concern, where, by virtue of restrictions as to the use of the machines, the manufacturer might be said not to have sold or vended his device. To prove that the present is by no means a parallel case, it is urged: "Here complainant, when it sells a gas jet heater, gets all that it asks. The moment it parts with the title to the patented article it has no future interest or pecuniary return to it, either from the use or resale of that particular article. There is nothing substantial flowing back to it from the future career of that article, notwithstanding the notice that it places thereon." Then, after pointing out that in the mimeograph case the patentee had parted with his machines at cost or less, and consequently had not received his full tribute, the present petition adds: "In neither the mimeograph case nor in the button fastener case was there a real vending within the meaning of the patent laws."

Another case cited is that of Keeler versus the Standard Folding Bed Company, a case growing out of alleged disregard of exclusive territorial license contracts, but which the court decided was not within the patent laws. Of the decisions in the

lower courts, special attention is devoted to that initial one in which the resale price principle was upheld—namely the suit of the Victor Talking Machine Company against The Fair—and in passing upon which Judge Baker of the Court of Appeals for the Seventh District made his famous declaration: "Within his domain the patentee is czar." That is an edict which obviously rankles. The case of the National Phonograph Company vs. Schlegel is also taken as a text for argument, supporting, as it did, the Victor case just mentioned.

Protest is registered against the decision that was given by a lower court in the case of The Fair vs. Dover Manufacturing Company. In this instance the judge went even farther than the jurists in the talking machine and phonograph cases and implied that the retailer who purchases through a jobber a placarded patented article becomes the agent of the patentee. This logic is attacked on the ground that, there being no return of something substantial to the principal or beneficiary, there can be no agency. Even the recent Standard Sanitary Manufacturing Company (bath tub trust) case is drawn upon to contend the claim that "the patentee is czar," and, speaking to this text, the mouthpiece of The Fair says: "The monopoly of a patentee is not so sacred and complete as it has been ordinarily looked upon by the bar and by the courts generally."

In conclusion, it is set forth that the question now presented is of broad public interest and that for years the parties litigant have been desirous of an authoritative decision from the Supreme Court upon the question involved, so that their rights might be finally settled and a guide furnished for future transactions.

Counsel sums up: "A large and constantly increasing practice has grown up among concerns manufacturing devices under patents of placing on their patented articles notices similar to that in the case at bar, and upon violation of

the terms of the notice to sue the guilty party for patent infringement. The result is that when a concern desires to fix its own retail selling price on goods which it has bought and which it owns, it must contest the validity of the patent. Failing in this, it must meekly bow to the czar patentee. Such a condition is intolerable, and we feel that this court will recognize that this case, while nominally between private parties brings to the court a question fraught with the utmost importance to patentees, retailers and the purchasing public.

"For it should be borne in mind that if this price restriction cannot be enforced under patent authority, it is, under the statutes of many states and in our opinion at the common law, illegal, and the public are being forced to pay exorbitant prices for articles the retail selling prices of which would be materially reduced under natural and healthful competition if unrestricted by false doctrines concerning patent monopolies."

LAUNDRYMEN MAKING A FIGHT FOR TRUTHFUL LABELS

The laundrymen have troubles of their own when textiles are not truthfully labeled, and they are telling their patrons the facts in the case.

The following is from the text of a circular that is being put into all laundry packages by the members of the Laundrymen's National Association, W. E. Fitch, secretary, La Salle, Ill.:

WILL YOU HELP IN THE NATION-WIDE
CAMPAIGN FOR THE CORRECT LABEL-
ING OF FABRICS?

The Laundrymen's National Association of America, comprising the largest and best laundries of the United States, has inaugurated a nation-wide campaign that has for its object the enactment of a Federal law to make compulsory the correct labeling of fabrics.

Conditions to-day are such that it is almost impossible to determine what is being purchased.

Cottons are sold for linens; mercerized cottons are marked "silk"; woolen fabrics consist principally of cotton and much of the so-called "pure silk"

is weighted with zinc, tin, lead and other metals.

It seems to be the theory that if these products look all right and will sell, there is nothing else to be considered. The question of how they will wear, and whether they can be laundered or dry cleaned is not considered.

In no other civilized country is there such a deplorable state of affairs in this respect as in the United States. England, France, Germany, Switzerland and Australia all have laws covering proper branding of textile goods.

The people of the United States have an opportunity now to bring about conditions that will enable them to know beyond a doubt the exact nature of the fabrics they are getting, but quick action is necessary.

There is a measure in Congress at the present time known as the Murdock Bill (H. R. 25685), which provides for

"The labeling and tagging of all fabrics and articles of clothing intended for sale which enter into interstate commerce, and providing penalties for misbranding."

It is designed to correct and will absolutely correct the practice of misbranding.

After this bill becomes a law, all goods, articles or fabrics stamped "Pure Wool" will be pure wool, and will never have been used in the manufacture of any other article. Furthermore, it will be sheep's wool.

When a fabric is composed in part of pure wool and in part of mungo, shoddy or extract, it will be marked in plain letters "Mixed Goods" and the label will show the proportion of each contained therein.

The same will be true of silk, linen, and cotton goods—the label on each will tell the purchaser exactly what is being bought.

It is one of the best bills for the people ever introduced in Congress and should be passed.

If it is passed it will only be because the people have brought stronger pressure to bear on their Congressman than the manufacturers.

If you are interested in securing an honest label law as applied to fabrics, won't you write your Congressman to-day?

Write him respectfully, directing his attention to this bill and ask that he vote for it.

ELBERT HUBBARD FINED

Elbert Hubbard was indicted by the Federal Grand Jury January 10, at Buffalo, on six counts, one of them for circulating obscene matter through the mails, in his magazine, the *Philistine*.

Mr. Hubbard pleaded guilty January 11 to the offense of sending objectionable matter through the mails. Judge J. R. Hazel fined him \$100. Sentence was suspended during good behavior on the other five counts. All of the charges were in connection with articles appearing in his magazine.

The account of the H. W. Johns-Manville Company has been transferred from the Allen Advertising Agency to Ewing & Miles, New York.

Advertising results

THESE TWO WORDS often go together—as words, in practical business they're often far apart. They ought to follow each other naturally, and surely; cause and effect.

IF THE ADVERTISING IS GOOD, results come; it never fails. If the advertising is bad, results may come too; and they may look good. But some good-looking results, like some good-looking people, are not good. That's another story.

WE ADVERTISE FOR RESULTS; for larger sales; for more business for our client. We get them. But the important fact is that our results seem to be permanent; it's the kind of advertising that will improve a business, as well as enlarge it. We write advertisements for the good of the consumer, not simply to please the advertiser.

We're always glad to tell an advertiser about it, if he cares to listen. But we are too busy to do much aimless running around.

Williams & Cunnyingham
1714 Mallers Building
Chicago



PROTECT THE INVENTOR, MANUFACTURER

LESLIE'S has devoted an entire issue to inform the public on the weaknesses of the Oldfield Bill.

The Association of National Advertising Managers has sent an urgent call to every man connected with advertising to aid in the opposition to this bill.

The defeat of this measure is of vital importance to every business man.

Should it become a law, its effect would be far-reaching. It would make impossible the maintenance of a fixed retail price by the manufacturer. Dealers would be compelled to drop the sale of products made unprofitable by "bargain" offers. It would give the advantage of the market to the unknown and inferior wares. The prestige of manufacturers, which has cost millions of dollars in advertising to establish, would be swept away.

Leslie's
THE PEOPLE'S PAPER

Circulation
375,000 op



FACURER, DEALER AND CONSUMER

form LESLIE'S position as a champion of our national
Bill. Business interests will not permit such a measure
the Oldfield Bill, to go unchallenged.

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Allan Hoffmann

Advertising Manager

Snap-shots from PRINTERS' INK'S Files

How Certain Well-known Men and Opinions Sized-up as They Went Along

There was recently published in *Vogue* a page of extracts from the paper's own columns, dating back through a period of twenty years, as a slight indication of the changes which have come about since the publication was started. Changes in the advertising world are at least as frequent and probably even more striking than changes in fashion, although it is not so easy to express them in single paragraphs. The following extracts from PRINTERS' INK for the last dozen years, however, touch upon some of the interesting things which have happened during that period to advertising men and to advertising opinion.

"MORE THAN 1,900,000 WEEKLY"

Cyrus Curtis believes that no magazine costing more than one dollar a year can hold 1,900,000 circulation, and that it is not advisable to attempt to push editions very far over the million mark.—(January 11, 1905.)

PAUL BLOCK

(Written by the late Geo. P. Rowell.)

He is a young man graduated by A. Frank Richardson.

Is he doing well?

He is doing exceedingly well.

Irish, isn't he?

He is very popular and an indefatigable worker. Paul Block's success is due to his hard work.

There is nothing to be said against him and a great deal for him.

Does he hold his papers pretty well?

He has never lost one.

Strong papers?

His best paper is the Rochester Democrat and Chronicle.

Block is a hard worker and a very plausible man and I should think likely to do good service for his papers and make an advertiser pay as much as he ought.

Regardless of what the rates are?

Probably the rates are high enough.

Do you think that he will revise a rate?

Yes; I have no doubt he would, except in the case of a Rochester paper, which I do not think would allow of any revision.—(March 30, 1904.)

"PSEUDO-FACTS" IN EVIDENCE THEN AS NOW

"Education" is a word much bandied about in advertising circles just now. "Advertising must be educational," say

the experts, and "The public must be educated to use the goods, don't you know." Judging from the meagre facts in much current advertising, however, and the indefinite statements put forth, nobody is so badly in need of education in the merits of the goods as the advertisers themselves. Education is a force in advertising, but it ought to begin at home.—(July 27, 1904.)

GETTING INTO PRACTICE

Beginning last week, the American Cigar Co. fired the first guns in an extensive advertising campaign on behalf of a new three cent cigar called "Smokettes." The advertising is prepared and placed by the Ben B. Hampton Co.—(June 13, 1906.)

ROMANTIC

Success prints the second of a series of four articles about advertising, telling the business stories of Sapolio and "Spotless Town," Mellin's Food and the Kodak. These stories are plentifully tinged with romance, and might lead an interested reader to infer that a road to fortune lies through the correspondence school.—(July 12, 1905.)

THE OPINIONS OF AN EXPERT UPON THE COMPARATIVE MERITS OF DIFFERENT ADVERTISING MEDIA

As advertising director of the greatest street-car advertising system in the world I have been asked "how I can square myself for what I have said about street cars."—THOMAS BALMER (August 9, 1905.)

"OH, MY PROPHETIC SOUL!"

Robert Frothingham, advertising manager of *Life*, joins forces with the Ridgway-Thayer Company, publishers of *Everybody's Magazine*, on August 14. Mr. Frothingham did commendable and efficient work during his stay with *Life*, and he will make good in a larger measure in a larger field. This is the sincere belief of those who know him best.—(August 9, 1905.)

THEY TELL THEIR CIRCULATION NOW

Mr. C. W. Post now advertises Postum Cereal and Grape Nuts in the Harper publications, notwithstanding the fact that the Harper publications continue to live up to their old-time theory that the number of copies they print is nobody's business but their own.—(November 4, 1903.)

IT'S NICE TO BE A STAR CUSTOMER

The advertising force of the Curtis Publishing Co. was entertained at the conservatory of the National Food Co., Niagara Falls, on September 23. E. F. Olmstead, advertising manager of Shred-

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ded Wheat, was host and toastmaster, and was presented with a diamond scarf pin by the staffs of the two magazines. —(October 5, 1904.)

ORIGINALITY WAS AND STILL IS HIS LONG SUIT

Mr. Munsey does two wholly original things in the April number of his magazine. First, he inserts eight pages of advertising, printed in two colors, right into the middle of his literary feast proper, and thus points a way whereby publishers who follow his example can offer advertisers an entirely new kind of preferred position. —(April 2, 1902.)

HASN'T COOLED YET

THE OMEGA CHEMICAL CO.,
Bert M. Moses, Sec'y and Treas.
New York, April 8, 1902.

Editor of PRINTERS' INK:

I enclose herewith an article in which I hope you will find enough merit to warrant you in giving it a place in PRINTERS' INK. The subjects discussed are burning questions to the advertiser as well as to the wholesale and retail trade. What I have written will perhaps stimulate some discussion and lead to an eventual solution of the price cutting problem. We don't sell to retailers. We sell only to jobbers.

BERT M. MOSES.

—(April 23, 1902.)

NO SUCH LUCK

The stiff and wholly impossible fashion-plate illustration is passing from the face of the advertising world—in men's fashion literature, at least. A late brochure from Browning, King & Co. shows the newest clothing upon groups of men who are logically drawn and engaged in logical occupations. —(April 16, 1902.)

HIRING SALESMEN BY THEIR BUMPS

The phenological firm of Fowler & Wells Co., New York, makes a specialty of readings from the photographs of employees of business houses, outlining the character traits of each that are useful in business. A neat booklet issued by the company shows portraits of the salesmen of the Joseph Dixon Crucible Co., Jersey City, with character readings, and admirably demonstrates this unique service. —(July 27, 1904.)

A REVOLUTIONIST EVEN IN THOSE DAYS

William C. Freeman, advertising manager of the Hearst Sunday Magazine, said that it is his private opinion that the average daily paper that sells for a cent carries too much advertising anyway. —(June 27, 1906.)

"THERE'S A REASON"

On April 24 C. W. Post, of the Postum-Cereal Company, formally laid his postal currency plan before a committee of Government officials appointed by the Post-office and Treasury departments. . . . Mr. Post's plan provides for new issues of \$1, \$2 and \$5 bills which anyone may convert into a check upon the United States Treasury by the simple act of writing a payee's name in a blank line. A common two-cent postage stamp is affixed to the bill to pay



"Astonishingly Metropolitan"

Thus expressed himself a keen advertiser who investigated El Paso, "The Chicago of Texas." He was amazed by its big-city look, and still more by its Big-City Consuming Capacity.

He found, for example, that El Paso wholesale grocers buy more coffee than those of Seattle, with twice the population. He understood when he was shown over the 100 miles of railroad tracks in the El Paso Freight Yards; its \$300,000 Union Station, etc.

Then he looked at the map and saw that El Paso is the "bull's eye" of a consumer target 1,200 miles in diameter.

He quickly decided to "take a shot at it"! Of course he used as his artillery the

El Paso Herald

He found it like El Paso, a paper thoroughly big-city-like in character—except its rate card, a model of reasonableness.

If you use the EL PASO HERALD, it will have no such vague outcome as that poetical arrow that "came to earth he knew not where."

The EL PASO HERALD, with its more than 15,000 circulation, reaches and covers the 382 railroad stations within 250 miles of the city.

In Texas, you know, 300 miles is suburban shopping territory. Texans talk of "running over" to some other city on a Pullman, just as though it were across the street.

It is the State of "magnificent" distances, magnificent people, magnificent purses and magnificent results for advertisers who use the EL PASO HERALD.

Certificate from the Association of American Advertisers; testimony from those who are using its columns and data on file at this office, form an exhibit of facts that you should know before allotting your appropriation.

THE EL PASO HERALD

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

the cost of issuing a new one when the check is cashed at the Treasury.—(May 14, 1902.)

DAN CARROLL'S GREAT PROGRESS IN ELEVEN YEARS

D. A. Carroll, with the Detroit, Mich., *Journal*, writes the Little Schoolmaster his disapproval of the weekly choice of the twenty-first week in the PRINTERS' INK adwriting contest for 1902. Mr. Carroll thinks his own ad ought to have carried off the prize that week.—(June 11, 1902.)

AND MR. WARD ISN'T THE ONLY ONE WHO REMEMBERS

Artemas Ward is of the opinion that the writer who treated "Street Car Cards" in a recent issue of PRINTERS' INK was—well, misinformed—when he said that the Spotless Town Series contained the only car cards that ever rose above mediocrity. Mr. Ward remembers having done several other good things himself.—(Feb. 5, 1902.)

HOPE DEFERRED MAKETH THE HEART SICK

By way of paradox, let us hope that the present boom in cigar and cigarette advertising will end in smoke.—(Jan. 8, 1902.)

NO "LAY SERMONS" THEN

The arrangements for the Convention of Advertisers, at Delmonico's, beginning Wednesday, January 29, at 10 a. m., are completed, and the attendance of many advertisers from all sections of the country is assured. Reduced railroad rates have been granted to those attending the convention. At the banquet on Wednesday night, at Delmonico's, publishers and advertisers will respond to toasts. T. E. Crossman, 1829 Park Row Building, New York, has charge of banquet tickets, which are ten dollars each. Any gentleman interested may attend the banquet, and special arrangements as to seats will be made upon request.—(Jan. 22, 1902.)

WHEN THE JUDGE WAS A CANDIDATE

Substitution now extends even to campaign portraits. In the office of a country weekly recently it was found that no portrait of Judge Alton B. Parker could be secured. So a cut of W. L. Douglas was printed, and seemed to give satisfaction.—(October 26, 1904.)

AND HE IS STILL DISCUSSING THEM

E. St. Elmo Lewis also publishes a PRINTERS' INK "baby" called "Lewis, Philadelphia," devoted to the discussion of matters pertaining to advertising.—(Jan. 1, 1902.)

WHEN ADVERTISING PSYCHOLOGY WAS YOUNG

Certain successful persons who have spent their millions in publicity are willing to admit that they know very little about advertising. Doubtless they will be thoroughly interested in the efforts of Mr. Mahin's college professors to enlighten them and clear up the mystery of this great modern business force. In the August number of Mr. Mahin's well-printed and instructive magazine Professor Walter Dill Scott goes into a

lengthy analysis of "The Psychological Value of Fusion in Its Relation to the Association of Advertisements." This being the fifth of a dozen such papers, the end is not yet. * With all respect to Mr. Mahin and his learned contributors, The Little Schoolmaster asks that they devote another dozen papers to an inquiry into "The Supernal Significance and Eternal Nonchalance of the Infernal Circulation Manipulator."—(August 20, 1902.)

HOW LONG IS "PERMANENT?"

Mrs. Helen Mar Thomson (née Helen Mar Shaw) has tendered her resignation as editor of *Judicious Advertising* and gone with the Mahin Advertising Agency of Chicago. She says no permanent editor for the above PRINTERS' INK baby has yet been found. Helen was a good one and that's no joke.—(March 7, 1906.)

MAYBE THEY DID AFTER ALL

When the Force Food Company put out the first "Jim Dumps" advertising several months ago there was an instant chorus of disapproval from all who "knew" good publicity when they saw it.—(Sept. 17, 1902.)

ADMEN SHOULD BE BARRED FROM TRAINS

Prof. Walter Dill Scott, of Northwestern University, has lately declared that riding on a train leads to metrical thinking. The regular click of the wheels is likely to give inspiration for writing poetry. Perhaps this is how most of the advertising poetry originates. Wheels are self-evident in most of it.—(November 15, 1905.)

O TEMPORA, O MORES!

The Kansas City *Star*, beginning with January 1, insists that all agents sending it business must charge gross rates, and announces that the business of any agent who splits commission will be refused. On its part, the *Star* promises that in no case shall the commission be paid to an advertiser who places direct.—(Jan. 3, 1906.)

THE SCHOOLMASTER TO THE SCHOOLMA'AMS

The *Normal Instructor* for January publishes the first of a series of articles dealing with the elementary phases of advertising. The author of these papers is S. Roland Hall.—(Jan. 10, 1906.)

GOING UP!

S. Keith Evans, formerly advertising manager of the *Review of Reviews*, has resigned to join the Butterick Publishing Co.'s staff as assistant to Ralph Tilton. Mr. Evans is a Kentuckian, and began his advertising career on a journal called the *Southern Cycler* when he was fifteen. Coming to New York, he first worked on the *Evening Post*, eventually becoming advertising manager and then manager of the financial department. From there he went to the *Review of Reviews*, where for a number of years he has had charge of a volume of advertising that is perhaps exceeded by one or two other magazines in either the monthly or weekly field.—(Jan. 10, 1906.)



"rus in urbe"

The "big town" newspaper.

Its influence is not limited to the city. It extends a great deal further.

It goes into the suburbs—into the depths of the country.

Seldom is the country merchant held away from metropolitan trade gossip—

Seldom is the man living mid-way between cities long from either one or the other.

The between-cities farmers and the comfortably-off small-town residents get their "big town" papers—regularly.

The widespread influence of twelve of the most important newspapers—in twelve of the most important cities in America;

—an influence that sells the paper in the city; that takes it to the suburbs and to the depth of the country;

—an influence that goes everywhere where there are up-to-date, comfortably-circumstanced families;

—that is the influence governing the attitude of the 1,400,000 + families reached every week by the Associated Sunday Magazines.

This city and country circulation is worth a great deal to advertisers in the Associated Sunday Magazines.

Worth almost as much as is the broad-gauged editorial policy.

May we tell you more about the Associated Sunday Magazines—

—territorially?

—editorially?

The Associated Sunday Magazines

Issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune
Boston Post



Washington Star
Minneapolis Journal
Rocky Mountain News
Buffalo Courier
Detroit News-Tribune
Baltimore Sun

1 Madison Avenue, New York Record-Herald Bldg., Chicago

The South Needs Your Attention

¶ During the past year many National Advertisers tried out the South by using the daily newspapers. These same advertisers will be back in these and other Southern newspapers in 1913, most of them with larger campaigns. Other National Advertisers are including this rich section in their 1913 plans.

¶ The South is the most prosperous section of the country today. With its Billion Dollar Cotton Crop, with farmers owing less than ever before, with mills and factories running full time on every hand, with banks rich with reserves—the people are ready. They are receptive.

¶ You can reach these millions of buyers best and at least cost by strong and influential. Their readers believe in them absolutely. Their combined circulation is nearly a Million and a Half. The combined rate (based on 7,000,000) is 10¢ per copy.

Q You can reach these millions of buyers best and at least cost by strong and influential. Their readers believe in them absolutely. Their combined circulation is nearly a Million and a Half. The combined rate (based on 7,000 line order) is less than \$3.00 a line. For individual rates, circulation and other information, address paper direct.

ALABAMA

Birmingham Age Herald
 Birmingham Ledger
 Birmingham News
 Mobile Item
 Mobile Register
 Montgomery Advertiser
 Montgomery Journal

ARKANSAS

Little Rock Democrat

FLORIDA

Jacksonville Metropolis
 Jacksonville Times Union
 Tampa Tribune

GEORGIA

Albany Herald
 Atlanta Constitution
 Atlanta Georgian

Atlanta Journal
 Augusta Chronicle
 Augusta Herald
 Columbus Ledger
 Macon Telegraph
 Savannah News

KENTUCKY

Louisville Courier Journal
 Louisville Herald
 Louisville Post
 Louisville Times

LOUISIANA

New Orleans Item
 New Orleans Picayune
 New Orleans Times Democrat
 Shreveport Times

MISSISSIPPI

Jackson Clarion Ledger

NORTH CAROLINA

Asheville Citizen
 Charlotte Observer
 Charlotte News
 Raleigh News and Observer
 Raleigh Times
 Winston Salem Sentinel

SOUTH CAROLINA

Anderson Mail
 Columbia Record
 Columbia State
 Charleston News and Courier
 Charleston News
 Greenville News
 Spartanburg Herald

TENNESSEE

Chattanooga News
 Chattanooga Times
 Knoxville Journal and Tribune

Knoxville Sentinel
 Memphis Commercial Appeal
 Memphis News Scimitar
 Nashville Banner
 Nashville Democrat
 Nashville Tennessean

TEXAS

Dallas-Galveston News
 Houston Post

VIRGINIA

Bristol, Va., Herald Courier
 Lynchburg News
 Newport News
 Norfolk Virginian Pilot
 Richmond Journal
 Richmond News Leader
 Richmond Times Dispatch

WEST VIRGINIA

Clarksburg Telegram

THE SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

Geo. W. Brunson, Sec.,
 Greenville, S. C.

V. H. Hanson, Pres.,
 Birmingham, Ala.

J. R. Holliday, Chairman
 Atlanta, Ga.

THE NEW YORK HERALD

announces its Circulation

Daily, 112,000 Copies

(Average for last six months of 1912)

Sunday, 240,000 Copies

(Average for last six months of 1912)

The New York Herald sells annually millions
of dollars of merchandise for its advertisers

A CASE OF NEEDLESS WORRY

A SERIOUS SUBJECT IS DEBATED BY SELLEM AND COPYCUSS—WHEN IS A "NEAR ACCOUNT" TOO FAR AWAY?—THE ADVERTISING VS. THE TRAVELING MAN

By H. D. Kathvir.

"And I'll take a graveyard stew!" sighed the lean and bespectacled little Copycuss.

Sellem surveyed his partner with frank disapproval. "See here, Copycuss, why do you eat milk toast? Join me in the pig's jowl and red cabbage—something that makes brains!"

Copycuss shook his head.

"Copycuss," Sellem went on, "the advertising agency of Sellem & Copycuss is a success! Established barely six months. Already Guft, of the *Milkman's Monthly*, says we are a force that must be reckoned with!"

"Had you given him a contract when he said it?" Copycuss nibbled a bread stick.

"I wouldn't have your suspicious nature for a fortune!"

"Somebody in this firm has got to keep his feet on the earth," rejoined Copycuss, "or we'll both fall out of the balloon!"

Sellem gazed tenderly at a fresh carnation which adorned his buttonhole and then surveyed the grill room of the club much as an Eastern potentate would review his court. He gave a bow here, a nod there and a wave of his hand to another. Evidently he had forgotten Copycuss in the airy patronage he was dispensing so charmingly.

"See here!" interrupted Copycuss. "I don't want to make a nuisance of myself, like the old lady that used to visit the morgue and try to kiss the corpses, but you said you had something important to tell me!"

"So I have, so I have!" Sellem flushed uneasily. Sometimes he regretted that he had taken Copycuss into partnership. Copycuss seemed to be unable to rise to the upper strata where Sellem was so much at home.

"It's about the glue account and it's bad news!" Sellem's great chest heaved with a prodigious sigh. "But let's have lunch first, and while we eat let us talk of something less depressing. Tell me did you engage that new writer to help you out in the copy department?"

"I did—*not!*" Copycuss was rapidly fortifying himself with a huge cup of coffee preparatory to undertaking the milk toast. "He was worse than the chap who wouldn't write booklets; who wrote only 'treatises.' Nice-looking chap, too. I told him we had a good opening for a writer in our copy department, and then gave him his head. Almost at once he was handing it to me that he was a 'Garcian.' In short, he could carry a trunk to Garcia and would like to start at once on one of our meal tickets. I gave him No. 14."

Sellem had been selecting dainties from the dish before him. These tidbits he now devoured with great relish.

"Too bad, Copycuss! You must get an assistant. You're killing yourself with work and you're too particular. How about the candidate for our sales force?"

Copycuss, having disposed of his lunch, filled his coffee cup again to the brim (this time without cream), lighted a stogie and resumed:

"That was a real disappointment. I thought Harry Rahrah would be a valuable addition, but the near-account he had in his vest pocket was too far away. Too bad, too, for his story was straight as a string, and some day that boy will solicit business by sitting in a café and calling up advertising managers that he has never seen!"

"No chance now?" Sellem queried.

"None. He had been to Larboard College, and had slapped the son of the great advertiser Soapus for the most exclusive frat—in fact, at young Soapus' initiation Rahrah was the main guy (the one that says, 'Rise, pledge! I suppose), and young Soapus would now give him anything in the world, including his dad's ad-

vertising appropriation. But the hitch is here—his old man's working on the same side of the street that we are. In fact, old Soapus owns the Jellyfish Advertising Bureau. Of course, the boys didn't know this."

Sellem shook his head pompously. "Thus bad begins and worse remains behind!" Copycuss, as you know, to-night I was to make a speech at the annual banquet of the Salesmen of the Hold-on Glue Company. And—my wife's mother is coming to town! I've simply got to meet her—you know she's the financial backer of Sellem & Copycuss, and"—here the strong man clenched his fist—"my speech at the banquet would have won that \$200,000 account for us—and well—our competitor will hand out that psychological chestnut about why we see more brown freight cars on a railway journey than white ones—and he'll get the business!"

"Do you really think that the man who makes a hit at their yearly round-up will get the account?"

"Surest thing in the world!" Sellem groaned.

Copycuss poured out a demitasse and seemed to be trying to focus his vision on the rims of his spectacles. Finally he muttered:

"We do need that account! Couldn't I—couldn't I meet your mother-in-law?"

"You!"

Copycuss nodded.

Sellem straightened himself.

"Copycuss, what I say is not personal, you know; but if my wife's mother ever sees you she'll want her money back!"

Copycuss sighed. Then after a moment:

"Oh, well, Sellem, we can live without the glue account. Let's forget it!"

But an idea had taken possession of Sellem. That mighty Napoleon of advertising rose from his seat, stepped around the table and, placing his hand on Copycuss' shoulder, spoke dramatically:

"I have it! I see the way out! Copycuss, you shall make the

speech in my place at the banquet."

"No!" groaned Copycuss.

"Yes!" The mighty hand gave Copycuss a resounding slap on the back, and then its owner returned to his chair.

"Look here!" Copycuss began, "I never made a speech in my life—I don't believe in banquets, I don't believe in speeches, I don't—"

"Say no more!" broke in Sellem. "It's a \$200,000 account and you've simply got to do it!"

"To-night?"

"Yes, in the Diamond Room at the Oriental Hotel."

That evening for the first time since the present set of financial pirates had stolen the X, Y & Z Railroad, its Cuban Unlimited was on time. Sellem had fully expected to wait two hours in the depot, but here at precisely 10 p. m., the snorting monster pulled in. Then, to show that wonders never cease, when Sellem reached the Pullman car the first person to alight was his financial backer, a determined-looking little old lady. Thus it was that when Sellem delivered his relative safely into his wife's arms it was but 10.30 o'clock—and the taxi still standing in front of his door. The loss of the glue account, for on second thought Sellem had decided that Copycuss's speech would extinguish the last chance for that business, had left Sellem numb. He had spoken of the weather and answered "Yes" to his mother-in-law's inquiries much as an automaton might have done. They say that condemned prisoners finally reach a point where, to all appearances, they are intent upon a game of cards or an evening paper—they can suffer no more. So Sellem turned patiently to pay the taxi, but as he pulled out his watch the chauffeur broke in with:

"Only 10.30. I can make a theatre job!"

Sellem started. Theatre time! Why, the speeches at banquets would be just commencing! Then as the significance of the early hour was borne in on his mind,

he jumped into the cab and cried to the driver:

"Quick! Quick! Twenty dollars if you make the Oriental Hotel in twenty minutes!"

When Sellem reached the Oriental Hotel he tore frantically down the corridor which his feet had trod so many times before (it was a dull week in which he did not attend two or three dinners), for he realized that the issue hung upon minutes. Could he only reach the table before Copycuss rose to speak all might yet be well. He, Sellem, would rise, tell that funny one about the two Irishmen, and then proceed to magnetize them. At the closed door of the hall he paused, just one second, to get his breath. Then he drew open the door and stepped into the bright assemblage. One glance down the room to the speaker's table, and then he threw himself, limp, unstrung, exhausted, into a vacant chair. Too late! Copycuss, the picture of misery, was already on his feet addressing the 500 guests. Sellem buried his head in his hands. His neighbor, a big traveling man, passed him a glass of ice water, but no one else noticed his entrance. "Five minutes sooner—\$200,000 account!" he kept repeating softly to himself. Then gradually he became aware that the room was very still. Then through the tense silence came a small, high, plaintive voice, but a voice so distinct that it forged upon the air each word, each syllable with crisp perfection. This voice vibrated with a strange earnestness—it was so different from the oily voice that had preceded it that it might have come from another planet. It was Copycuss—his eyes fixed on the distance—speaking. The great opposition orator—he of the "freight-car," psychological school—had finished a few moments before, and now Mr. Copycuss, on his feet at a banquet, for the first (and last) time in his life, stood in the breach, attempting to entertain, instruct, convince 500 traveling men, and, incidentally, their employers—the Holdon Glue Company.

Presently Sellem caught the thread of the discourse. He sat bolt upright, and he, too, the great Sellem, listened.

Copycuss went on:

"The Advertising Man talks to a million people a day—and never sees one of them, and none of them makes an audible response.

"The Traveling Man talks to but one man a day—but he speaks to him face to face—and sometimes the ornery cuss talks back.

"The Advertising Man starts things, for he must be a master of initiative.

"The Traveling Man not only starts things, but then he must do the closing—and that's the biggest part of the job.

"The Advertising Man works under ideal conditions—a modern court around him, a hundred courtiers hanging on his word.

"The Traveling Man labors under difficulties. He gets an imitation sleep on the train; a make-believe cup of coffee in a hotel; and then he must sell goods to a man who keeps one ear to the 'phone and one eye on the door.

"The Advertising Man, with power like Cæsar, waves his pen, and, lo! a myriad printed carriers spring forth to bear his message to the farthest cot.

"The Traveling Man moves on alone—like a soldier, a picket—and pauses not, nor stays, until the last mile of his march has been compassed. He laughs and jests that all may bid him welcome—and if his heart is clutched with deadly fear, and if he hungers for a single word from home, none knows his grief. And when Allurement bids him stay, his loyal eye turns grim, but with a kindly word he passes on. Safe in your hands, O Traveling Man, is the banner of your house! Good luck be yours, as far from wife and child you snatch a costly victory from the jaws of Time and Tide."

As Copycuss finished speaking the hush was broken by a sob from the big traveling man at Sellem's elbow. Then Sellem heard a roar of applause, and at the far end of the room saw little Copycuss being embraced by a half-dozen men.

The next afternoon, after the officials of the Holdon Glue Company had departed, leaving behind their O. K. on the advertising plans as drawn up by Mr. Copycuss, Mr. Sellem entered his partner's office. He felt he was confronting an occasion, and that he must rise to it. So he seized Copycuss by both hands and shook him with hearty glee.

"Copycuss, I owe you an apology! To think that I worried about you! To think that I rushed across the city trying to save the day! And all the time, you sly old rascal, you were as strong on the banquet game as anyone—as," with a cough, "as I am myself! But why didn't you tell me!"

Copycuss slid out of Sellem's grasp as he rejoined:

"I'm no orator; I never made a speech in my life."

"Ah! but I heard you! I slipped away as you finished talking. But I was there—I heard you, old man—and tell me how in the world did you come to get up that speech?"

Copycuss shook his head. "I made no speech—I only read aloud what is written in my heart!"

DOES HE GET WHAT HE ORDERS?

Hungry and hurried, the New Yorker enters his favorite eating-house for breakfast. His overcoat and hat are stripped from him, for pay, by a husky young man at the entrance. A head waiter to whom at various times he has paid substantial sums of money selects a table for him. A waiter who expects pay for his time and trouble puts a bill of fare before him.

The customer orders fruit and a cereal. Does he get what he orders? From an article entitled "Modern Stewarding" in the current edition of the *Steward*, a monthly magazine that "is exclusively owned by the Stewards' Association of New York," which according to the official announcement is an incorporated "organization composed of hotel, club and restaurant managers and cater-

ers," the subjoined answer to this question is taken:

A few cranks or particular people exist who demand a special brand of flaked food; but I was a resident of Battle Creek when there were twenty-five flaked food factories in existence there, and I learned the lesson that very few people could tell the difference between corn flakes and wheat flakes unless they saw the packages.

I have used that knowledge in my employers' interests by serving any kind of flaked food that might be on the shelves for any kind of flaked food that was called for, and had no trouble, except with waiters who would get on to my methods and demand of the pantry attendant to see the package.

I overcame this by having packages of all kinds and using the cheapest priced flake food to fill them.

I did this because I was paying \$1 a gallon for cream and it took one-half a pint of cream to make the order of flaked food satisfactory to the guest, and instead of paying fourteen cents a package for flaked food I paid less than nine cents.

This ingenious steward explains to his fellows the well-known processes of manufacture undergone by the flaked cereal foods, and then says:

Every steward, on taking charge of an establishment, finds several kinds of flaked food on the shelves, and if he is wise he will not buy any more, except in emergency, until all of the old stock is gone, for he can just lift the sack from one carton and place it in another, and, presto change, he has all kinds on hand, which will pass, except in rare instances.

Don't fill the cereal dishes too full for a portion, or additional cream will be needed.

Having had this innocent glimpse behind the scenes, the patron will pay ten cents for bread and butter with a sensation, if not of joy, certainly of relief, for while the butter is likely to owe nothing to the cow, at least the bread may be relied upon not to be liver hash.—*New York Sun*.

M. F. Reddington and S. N. Hollday, two well-known St. Louis agency solicitors, are in charge of the new Poster Selling Company, Fullerton Building, St. Louis. It was granted a franchise as official solicitor at a recent meeting of the directors of the Poster Advertising Association.

T. K. McIlroy, for the past six years with N. W. Ayer & Son, is president and general manager of the George T. Fielding Sales Corporation, manufacturers of electrical window displays, New York.

STEADY GROWTH

in circulation, due entirely to its merit as a newspaper,
marks the progress of the

Newark Evening News

75,052

net daily
circulation
average
for 1912

¶ Larger by 35,000 than the circulation of any other New Jersey newspaper, morning, evening or Sunday.

¶ Newark has 40,615 dwelling-houses. The city circulation of the EVENING NEWS is 42,898.

¶ The EVENING NEWS is delivered by carriers every day into 200 towns of Northern New Jersey. It sells for two cents a copy.

¶ Rates, sworn circulation statement and other interesting information sent upon request.

Home Office: 215-217 Market Street, Newark, N. J.

EUGENE W. FARRELL

Assistant General Manager and Advertising Manager

THE "DEPARTMENT STORE PROBLEM" FROM THE INSIDE

AN ACCOUNT OF WHAT SOMETIMES TAKES PLACE IN THE ADVERTISING DEPARTMENT OF A BIG STORE

I am an advertising man for a store that sells corsets, hooks and eyes, soap, buttons, shirtwaists, socks, diapers, canned goods, furniture, Paquin gowns, etc.—\$1,236,428 worth last year.

Scores of stores just like my store.

Same kind of show windows, showcases, elevators, clerks, floor-walkers, cash tubes and merchandise. All alike.

Some few things we sell are confined to us in our town; the other fellow has similar things just as good, with different labels.

I'm the advertising man, I said.

The store I work in is run on the 1912 idea.

The 1912 idea is to sell goods—goods, goods, goods, more goods, more, more, more—

"Turnover," the boss calls it. The poor devil of a buyer who does not get as many turnovers as the boss thinks he ought to get is turned out.

What is turnover? You know; more sales—less stock.

Yesterday Joe, the linen buyer, came up to the office and said to me:

"I want a big ad to-morrow. Had a big sale last year this week. Got to beat it."

"What with?" says I.

"With these," holding out a big sheet of wrapping paper, covered with pencil scrawls:

"Two hundred and sixteen dozen all linen hemmed towels. Regular 35-cent value. Special for this sale, 19 cents."

"That's a job I bought—great stuff to make a noise," Joe says, pointing at the first item.

"Next:

"Hundred and forty-two dozen all-linen dinner-size napkins. Regular value \$2.25. Special for this sale, only \$1.59 dozen." Great stuff, that! Our regular \$1.75

napkin, but it's worth \$2.25." Joe really enthuses over his napkin bargain.

"Next:

"Seventy-two inch pure Irish linen damask, choice patterns. A great piece of goods, worth \$1.59. While the limited lot lasts, \$1.19. You can't beat it."

"Now I don't want a dinky 2x4 ad in the *News*. Gimme a half-page in the *Times*, with a swell cut, and spiel it to 'em hot. The old man is after me hot. You know, we fell down on that big sale I pulled off four weeks ago, and he told me if I don't get some action pretty soon it's me for the cannery."

So I went to it for a Big Linen Sale. I looked up a few of the items.

The towels are *not* special. They are *not* worth 35 cents. We haven't got 216 dozen. The damask is *not* pure Irish linen. It isn't worth \$1.59. It shows a good stiff profit at \$1.19.

So I consult the boss.

"Mr. Boss," says I, "Joe is putting on a linen 'sale.' He wants a special ad on this stuff. Shall I give it to him?"

"Yes, make it red hot. His sales are 'way off. Joe has got to come through. What's he given you for items?"

I exhibit the list.

"Not strong enough," says Mr. Boss. "'Phone for Joe."

Joe comes up.

"Joe, is this the best you can do for a big linen sale—a lot of punk items like this? Haven't you got something to make a noise with?"

"My best things are on this list, Mr. Boss."

"How about those cheap crashes we bought from Biff, Billings & Co.—that four-cent stuff? Give 'em 1,000 pieces of that at three cents a yard, worth 10 cents."

"Yes, sir," says Joe.

"And what's the matter with those Turkish towels I bought in New York last trip?"

"Only got about 20 dozen," Joe remarks.

"All right, that will do. Mr. Adman, put down 200 dozen fine

ADVERTISING VALUE

is measured by volume of advertising patronage.

10,133,310

lines of
paid
advertising
for 1912

Newark Evening News

¶ This was 2,945,337 lines more than appeared in any New York City daily newspaper.

¶ Here are the figures for the NEWARK EVENING NEWS and the New York papers (exclusive of Sunday editions) for the past year:

	Agate Lines
NEWARK EVENING NEWS	10,133,310
Evening Journal	7,187,973
World	6,909,923
Evening World	6,464,461
Brooklyn Eagle	6,442,959
Evening Telegram	6,095,675
Times	5,946,449
Evening Mail	4,757,429
American	4,701,853
Evening Globe	4,690,143
Herald	4,367,847
Evening Post	3,331,248
Evening Sun	3,049,809
Sun	2,985,539
Tribune	1,796,191
Press	1,680,273

General Advertising Representatives:
O'MARA & ORMSBEE

Brunswick Building, New York

Tribune Building, Chicago

New York Local Representative:
FRANK C. TAYLOR, Brunswick Building, New York

imported, extra large, bleached Turkish towels. A great purchase from one of the leading English manufacturers. [They were made in Philadelphia.] Only our unequaled spot-cash buying facilities enabled us to secure such wonderful values, unmatched and unmatchable. All regular 50-cent qualities. While they last, two to a customer, 19 cents each."

The sale continues three days. We sell \$332.48 more in the department than we did the same days of the previous year.

Special advertising expense, \$92.28.

The next day it's the garment man. He wants a big ad.

The next day it's the fancy goods woman—ditto.

The day after it's the bargain-basement manager.

One day Boss sends for me.

"Mr. Adman, do you know that our advertising expense is up to 5 72/100 per cent on gross sales? Do you know that, in spite of the fact that we have spent \$19,276, or 36 2/5 per cent more than we did a year ago, we haven't made any gains? This is serious. How do you explain it?"

"Well, Mr. Boss, you know we pulled off some big sales this year on your direct orders, and you insisted on big red-hot ads, and the rates went up January 1st. Besides, we had a tough spell of weather this fall, and, you know, it's Presidential year."

"That's what you all say," yells the Boss, flying into a rage and beating the desk with his fist. "You and Roberts and Joe and Isaacs and that bum silk man—everybody has got the same excuse. Did you all rehearse it?"

"Well, sir, I did the best I could. You even complimented that linen sale ad I got up for Joe the other day. You said it was a 'corker.'"

"Did I?" says the Boss. "Well, it *was* a corker. It corked up the trade."

"Do you think it's our style?" he plaintively whimpers. "I've been giving 'em some great values. Do you think we ought to try the Wanamaker dope on 'em for a while?"

"Can't do that," I answered. "We haven't got the stuff."

"That's all bunk. Haven't got the stuff? We've got a store full of stuff; \$76,428 more than we had to-day a year ago. What's the matter? Can't you write that Wanamaker dope?"

"I'll try, Mr. Boss."

"Well, give 'em a talk on those Paris costumes we bought and got stuck on. Maybe they will take 'em if we give 'em a swell ad. Slap it on thick now."

I wrote half a page of "Wanamaker" dope on the "Discussion de Paris"—swell stuff, hot off the griddle. Swiped a little of the genuine conversation from the last Philadelphia *North American*.

We didn't sell a single gown out of the ten models we bought—and still have.

Mr. Boss sends for me again.

"Say, Adman, do you call that a Wanamaker ad?" he says, holding up my choicest effort. "That's a piece of cheese. We didn't have a single call for any of these dresses. Your Wanamaker ads don't pull 'em. Bargains don't pull 'em. Noisy ads don't pull 'em. I guess you ain't cut out for this job. Your contract is up in six weeks. We won't renew it. Good day!"—*Dry Goods Economist*.

G. A. LARKE BUYS INDIANAPOLIS "SUN"

George A. Larke, who for some time has been connected with the W. D. Boyce Company of Chicago, has bought the Indianapolis *Sun*, which has been owned by Rudolph Leeds.

Rudolph Leeds is a member of the American Canning Company, and had not been active in the management of the *Sun*. George A. McClellan, formerly of the Indiana Star League papers and the Dayton *Journal*, acquired an interest about two years ago and has since directed the publication of the paper.

Frank Presbrey, president of the Frank Presbrey Co., general advertising agents, has just been elected a director of the Citizens Central National Bank of New York. He has also been re-elected a director of the Union Exchange National Bank of New York.

W. A. Fuchs, who for the past year and a half has been advertising manager for the Beaver Companies, Buffalo, N. Y., manufacturers of Beaver Board, severs his connection with the Companies on February 1st.

The Buying Power of the Farm Families in Four Good States

In the four good states of Kansas, Nebraska, Missouri and Oklahoma, there are close to one million farm homes, 962,000 to be exact, with a population of say five million people.

Can you visualize the consuming capacity of those millions?

If you know the modern farmer—the modern business man who runs a farm—you have some idea of the millions and hundreds of millions of dollars these people spend annually—not in wild extravagances, but for the good things of life, from automobiles and pianos down to salt and sugar and safety-pins.

If you don't know the farmer—really *know* him—you probably are overlooking a lot of good trade.

If you don't know the farmers of the great West, you most assuredly are overlooking the backbone of the country's trade.

If you don't know the farmer, send today for any good representative of the agricultural press and ask him to give you the cold, hard facts about the money the farmer spends and how he spends it.

It's worth your while to know.

Don't take it for granted that you cannot interest the farmer in your product. Let me send you copies of the Capper farm papers covering these states and see for yourself the infinite variety of articles successfully advertised to the farmer.

I publish a farm paper in each of the four states named:

In Kansas, Farmers Mail & Breeze, circulation 104,000 and its 100 per cent good;

In Nebraska, the Nebraska Farm Journal; circulation 102,000, in Nebraska and adjoining states;

In Missouri, the Missouri Ruralist—a weekly of exceptional merit; circulation 54,000.

In Oklahoma, the Oklahoma Farmer, circulation 54,000 among the liveliest farmers in America.

Here is a combined circulation of 314,000, giving you entry to the best rural homes in four prosperous states, with an advertising rate of \$1.17 per agate line.

And the big point is this:

They are real farm papers, filled with that sort of practical everyday information that appeals to the farmer and his family. The larger part of their content comes from the farmers themselves. The papers are a forum for the exchange of views and experiences—an all-the-year-round farm institute, that soon becomes a very part of the family life.

I wish you would let me send you copies of these papers. You'll be interested in them and they'll give you an insight into farm conditions in the West.

May I send them?

Arthur Capper
Publisher.

Topeka, Kan., Jan. 14, 1913.

MARCO MORROW,
Director of Advertising.

New York Office, W. T. Laing, 1806 Flatiron Bldg.
Chicago Office, J. C. Feeley, 1800 Malers Bldg.
Kansas City Office, T. D. Costello, 1512 Waldheim Bldg.
St. Louis Office, Albert L. Bell, 522 Chemical Bldg.
Omaha Office, J. T. Dunlap, 334 Chamber of Commerce Bldg.

CAPPER FARM PAPERS

NEGATIVE TRADE "CHARACTER" TOO VALUABLE TO LOSE

THE OLD TRAMP, ONCE ABANDONED AS TRADE FIGURE BY JAMES S. KIRK & CO., RESURRECTED—THE TRADE WELCOMES THE HUMOROUS FELLOW BACK—ORIGINAL APPEARED AS CARTOON IN "PUNCH."

By S. C. Jones,

Adv. Mgr., James S. Kirk & Co. (Soaps and Perfumes), Chicago.

[EDITORIAL NOTE:—Facts have a way of upsetting theory in a most puzzling fashion. According to many who would "lay down the rails" for advertising to run upon, the negative appeal is *passé* and is, psychologically, in bad form. It may have been due to one of these "correct" psychological impulses that James S. Kirk & Co. discarded the whimsical old tramp which had enlivened their advertising for so long. But there seemed to be something missing. The ghost of the tramp would not be laid. It bothered around so much that, with due ceremonial, he was brought back to advertising life and is now scandalously at his old work again of helping to sell the soap,—when he hasn't any right to do it at all.]

PRINTERS' INK has asked me to explain how the resurrection of our old tramp "character" has been received by the public.

More than fifteen years ago we got out thousands of a one-sheet poster of the famous old tramp sitting at a rough table and writing his well-known soap certificate, "I used your soap two years ago and have not used any other since." These posters were framed and were furnished jobbing houses and retail grocers throughout the country. We even tacked them on cars of soap, and in many of the old depots and switchmen's houses throughout the country you will still find the famous old American Family tramp sign.

We dropped the old tramp design for a while, believing that we had given him sufficient publicity and that he was anything but attractive, and, therefore, would not interest the real purchaser of soap, the woman in the home.

Our advertising then was confined principally to newspapers, premium schemes and painted bulletins and walls, backed up occasionally by posters and street-car advertising, although we

have used very little of the last two media in recent years. Plain copy was used on our painted displays, and in our newspaper space solid type matter of not more than fifty words; triple-column space five inches deep being used chiefly and running twice a week in the leading papers throughout the year.

Our campaigns on this brand have been restricted to a concentrated area chiefly within five hundred miles of Chicago.

A year ago it was decided to resurrect the old tramp, and we decided to use him in a design combining pictorial and plain copy so that we might not lose the accumulative value of plain-copy advertising which we had been running for a number of years in our outdoor displays. The result is the present design of the old tramp sitting on a box of soap near one



THE TRAMP THAT CAME BACK

of our plain-copy bulletins. Necessarily we had to abbreviate his statement to the phrase, "I used it once myself."

The result was extremely gratifying. Letters were received from dealers and jobbers and salesmen commenting upon the return of the old tramp, and requests for reproductions were so great that

we got out a special edition of blotters reproducing the bulletin, and also again started sending out framed pictures, not only of the bulletin, but of the original design, to dealers wherever requested.

Our present showing of outdoor displays consists of plain copy and a reproduction of the package. Our spring repaint will depict the old tramp sitting in the open with bright green spring foliage about, and a large American family plain-copy bulletin near him; while a pretty little girl of about five or six years, dressed in immaculate white, stands before the bulletin and holds aloft a cake of American Family Soap, while at the top of the board is the legend, "A lesson in cleanliness." The contrast is very strong and the result is decidedly pleasing.

The original of the old tramp was a famous cartoon that appeared in London *Punch* more than twenty years ago. Pears' have used the same design in advertising their complexion soap, and for the last several years the back covers of the London telephone directories have contained the reproduction with the simple legend of Pears' Soap above the old tramp and his famous certificate.

WHITLATCH WINS GOLF CUP

Marshall Whitlatch, of Oakland, won the first division cup of the Advertisers' Annual Midwinter Gold Tournament by defeating R. M. Purves, of Woodland, at Pinchurst, N. C., January 18.

Other division winners were T. T. Rushmore, of Garden City, in the second; A. H. Treadwell, of Dunwoodie, in the third; A. S. Higgins, of St. Andrews, in the fourth, and Paul M. Nick, of Great Neck, in the fifth.

In the women's event Miss Eleanor Freeman, of Dyker Meadow (0), beat Mrs. Herbert L. Jillson, of Bethlehem, N. H., (5) by three and one.

There was a large attendance of advertising men from every part of the country. As usual, the metropolitan representation was large.

In the first division were Harold Sater, of Fox Hills; Marshall Whitlatch, of Oakland; I. S. Robeson, of Oakhill; W. J. MacDonald, of Calumet; E. A. Freeman, of Dyker Meadow; Don M. Parker, of Garden City; R. M. Purves, T. A. Ashley and I. J. French, of Woodland; J. J. Hazen, of St. Andrews; J. D. Plummer, of Springfield; S. H. Patterson, of Plainfield; A. K. Oliver, of Allegheny; George Wright, of Woolaston, and B. H. Ridder, of Oakland.

The Syracuse Post-Standard

has made public the result of the circulation audit recently completed by the Audit Company of New York. Unrestricted access was allowed to all records and books of account from papers purchased and consumed, to cash received and banked. The Audit covered the year 1912 in full from January 1st to December 31st. The detailed report follows:

Net Paid Circulation

Average Cash Local Circulation 28,387

Average Cash Country Circulation 18,496

Average to Advertisers, Exchanges, Correspondents and Baggage Men for services..... 739

Total Average Net Paid Circulation 47,622

Average returns and left overs 3,113

Average of Press Register 50,735

December Average..... 49,011

During 1912 the average gain was 6,148 per day over 1911.

Circulation books of the POST-STANDARD always open to all.

Lawrence B. Clark Inc.

Managers of Foreign Advertising

New York

Chicago

Boston

NEW ADDRESS Feb. 1st

120 West 32nd Street

We move February 1st to the Cuyler Building, 120 West 32nd Street, just west of Sixth Avenue, opposite Gimbel's; one block east of Pennsylvania Station. Within a block of the McAlpin, Imperial, Martingue, Hudson Tubes, Sixth Avenue "L," Broadway Surface, Sixth Avenue Surface, Seventh Avenue Surface; two blocks from 34th Street Cross-town, the Waldorf, Herald Square, Macy's and Saks'.

We invite our friends to come and see the new quarters—after February 1st.

On your books please change our mailing address to 120 West 32nd Street, New York.

Also, we have opened a Cleveland Ohio Branch Office, in charge of Mr. G. L. Chandler and Mr. C. E. Moorehouse.

Our 40 Advertising Data Cards, each on a different subject, will be mailed to any national advertiser, FREE. To others, \$2.00

M.P. Gould Company

Advertising Agency

31 East 22nd Street, NEW YORK

EVEN THE INK IS A BIG ITEM

SOME FACTS ABOUT THE KANSAS CITY STAR'S BUSINESS IN 1912

You are not accustomed to think of the printed letters as adding anything to the heft of your newspaper. But the black ink used in printing the Kansas City Star last year added just half a million pounds to the weight of the 121 million papers printed, sold and circulated. The white paper weighed twenty thousand tons (40 million pounds.) Postage and express cost \$163,000. The average daily paid circulation at the end of the year was nearly thirteen thousand larger than at the beginning of the year and now is in excess of 177,000 both morning and evening. The circulation of the Weekly Kansas City Star is nearly 290,000, and increasing every week. Advertisements of the doubtful character are rigorously excluded from the columns of the Kansas City Star, but that rule did not interfere with a steady increase in the amount of advertising carried as compared month by month with the preceding year. The total amount last year was more than fourteen million lines, an increase of nearly 900,000 lines over the total for 1911. The increase amounts to more than 2,800 columns, or about 400 pages.

THE KANSAS CITY STAR

If there is anything in advertising display that is difficult to handle it is white space—just plain white space. However, there have been many ads during 1912 with well-arranged white space, but the Rock Island ad, Fig. 2, is certainly a winner. There are a number in this series and all of them are filled with the right kind of "atmosphere." Fig. 2 is good art, good taste, good typography and excellent copy—copy that will sell the service, I have no doubt. This ad really made several of my friends, as well as

EVERSTICK



The Rubbers of a Gentleman

Worn by men of good taste, because so easy in appearance, so comfortable, so easy to put on and take off.

At all good Shoe Stores.

Best Rubber Shoe Ever



The Cromwell

There is something more than a mere name in our latest pattern, the Cromwell. It is constructed for the greatest ease and takes so that the strongest and widest of each size would cover it in the right place. The back and front are entirely in deep drapery. This new pattern is.

1847 ROGERS BROS.

"Silver Plate that Wears"

A finished length, which gives the various pieces a very attractive appearance. Beautiful in design, it is popularly known. It is sold with an unqualified guarantee that it is backed by the actual record of 15 years. Sold by leading dealers everywhere. Sample shown in illustration X-30.

INTERNATIONAL SILVER CO., NEW YORK, CHICAGO, BOSTON, PHILADELPHIA, ST. LOUIS, ST. PAUL, PITTSBURGH, RICHMOND, WASHINGTON, D. C.

The World's Largest Manufacturer of Silverware and Silverware.




Old Colony

A Colonial Design of True Simplicity

Our "Old Colony" pattern is a beautiful design much admired by every lover of simplicity and art in dress. It combines all the grace and daintiness of the period, its name suggests. It possesses an individuality without over-embellishment or loss of purity of outline. Like all

1847 ROGERS BROS.

"Silver Plate that Wears"

It is made in the latest mode of design, made in the finest materials, and is backed by the largest manufacturer, an unqualified guarantee which is backed by the actual record of 15 years.



Most Popular for Gifts.

The surprising quality and richness of design make this dress especially favored for gifts. Buy early while your dealer has a full line. Orders everywhere will be delivered. Send for illustrated catalogue "T-30."

INTERNATIONAL SILVER CO., NEW YORK, CHICAGO, BOSTON, PHILADELPHIA, ST. LOUIS, ST. PAUL, PITTSBURGH, RICHMOND, WASHINGTON, D. C.

That Finger will Save Your Life

THAT finger knows how to point. Sometimes, in a crisis, it is the finger that points to your death. In a flash that finger's motion—directed them all to success—will bring the Savage Automatic pistol to the burglar determined to take your life.

The finger that is the most useful for the business which closes the Savage pistol is the finger that is the most useful for the business which closes the Savage pistol. The finger that is the most useful for the business which closes the Savage pistol is the finger that is the most useful for the business which closes the Savage pistol.



THE NEW SAVAGE AUTOMATIC

FIGS. 5 AND 6—SKILFUL ARRANGEMENT OF THE PRODUCTS IN THE LAYOUTS

myself, "homesick" for California—and I've never so much as crossed the rolling Mississippi.

The Strathmore Parchment ad, Fig. 3, is masterfully handled. The art and the type harmonize perfectly, and the result is a

Resinol stops itching

THE moment Resinol Ointment touches any itching skin, the itching is relieved and healing begins. With the aid of Resinol Soap, it quickly removes all traces of eczema, rash, tetter, ringworm, pimples or other tormenting, unrightly eruption, leaving the skin clear and healthy. It is equally effective for sores, boils, burns, chafings, red, rough hands, dandruff, and itching piles.



Sample free: Your druggist will send you a sample of Resinol Soap (50c) and Resinol Ointment (50c and \$1.00). Ask him if what you say is not more than 100% better still, send for a free sample of each and test it for yourself. Address: Dept. 24 P, Resinol Chemical Co., Baltimore, Md.

Louisville, Ky., Aug. 17, 1912
"My skin-trouble began with pimples, and they itched and burned, and kept me always scratching, so that I could not rest at night; and they ruined the looks of my face and arms. Just as soon as I heard of Resinol Soap and Ointment I began using them, and they gave me relief at once. The first application stopped the burning and itching, and it made my skin cool and fresh-looking. Resinol cured me completely." (Signed) Miss F. Mable Edwards, 1904 Stone Ave.

FIG. 4—EXAMPLES OF GOOD LONG, NARROW COLUMN ADS

FIG. 7—ONE OF A GOOD SERIES



FIG. 8—A DEPARTURE FROM THE CONVENTIONAL

"cool," pleasing appeal to our best senses. An ad of this nature looks decidedly simple—when finished. It is just one of those simple things that require delicate handling by trained hands and brains.

Supplementary to my treatise on the long, narrow column in PRINTERS' INK of January 2, I



FIG. 9—UNUSUALLY GOOD IN ARRANGEMENT



FIG. 10—BUILT FOR THE NEWSPAPER PAGE

would like to enter the two Rogers Brothers' ads, shown in Fig. 4, among the real good examples of long, narrow column ads. These Rogers Brothers' ads utilize the halftone background about as well as any ads I have seen. While they have the long, narrow goods that fill well in this space, there is nevertheless real art displayed in their methods of showing these goods.

For instantaneous delivery of message the Everstick Rubbers ad

CADUM for Pimples

It is truly remarkable how Cadum makes pimples disappear. No matter how many remedies you have tried, you can take fresh courage, because Cadum is different from anything else. It is antiseptic, destroys disease germs and begins healing with the first application. Trial box 10c. Large box 25c. At druggists.

FIG. 11—DOMINATING

WE regret that the number of orders received made it necessary for us to close the January 2d forms of **THE IRON AGE** so far in advance of the date of issue we could not accommodate the additional space offered.

Every issue of 1913 will, however, reach over 38,000 readers most of whom are executive and operating heads upon whose shoulders rests the matter of buying machinery, factory equipment, tools, metal products, raw material, etc.

To sell this class of equipment economically is your problem, but we consider it ours when you put it up to us. *How we can serve you as we are serving others with real intelligent service will be explained if you are interested.*

The Iron Age
Box 125
New York, N. Y.

Many
Firms
will use
the
Annual
for a
reference
book
during
1913

Do
YOU
want
a
copy?

(Fig. 5) is a real "home run." This ad is well balanced, it is strong in attraction value, hasn't much copy—just enough—and the slogan "The Rubber of a Gentleman," may tend to make a man buy them for pride's sake. I think, however, that the trousers should have been black and the background of the circle entirely white.

The headline of the Savage ad (Fig. 6) is the strongest headline that has "passed my way" this season. The phrase, "That Finger Will Save Your Life," gets its instant response from the instinct for self-preservation which is in

each of us. Notice that this ad is nicely balanced and the type is well chosen.

What about the newspapers?

I've chosen a few of the good ones as shown in Figs. 7, 8, 9, 10, 11 and 16. As I have said before, the Resinol series, with its good use of white space, wise choice of types and intelligent illustrations, is certainly very striking advertising. The Kellogg Toasted Wheat Biscuit ad (Fig. 8) is good because it gets away from the conventional ad. All of the ads of this series are far above the average. The Rogers Brothers' small newspaper ad

No. 1 Hang Your Pictures
(weighing up to 100 lbs.)
with Moore Push de-
vices. Their tool-
tempered steel points will not dis-
figure wood or plaster walls.

Moore Push-Pins
glass heads, needle points. For small
pictures, calendars, draperies, etc.
Push them in! no hammering. Nos.
1 or 2, 1/2 doz. 10c.

Moore Push-less Hangers
these hooks, steel points included (shown) will
support large pictures, ball robes, etc. No nailing
required, no picture wire need show. Easily put up
No. 25 holds 20 lbs. 1 1/2 doz. 10c. No. 28 100 lbs. 1 1/2 doz.
10c. At stationery, hardware, photo stores or by mail.
Send 2c. stamp for samples.

No. 28 **MOORE PUSH-PIN CO., 1167 Sanson Street, Philadelphia, Pa.**




**A MODERN banking
edifice; designed
for the convenience of
patrons located in the
heart of New York.**

*Interest allowed
on time certi-
ficates of deposit,
and on checking
accounts carry-
ing adequate
balances.*

**The
Mutual Bank**
40-51 WEST 33d STREET
NEAR BROADWAY
Safe Deposit Vaults—Silver Storage Room



The Perfect Dress Tie
*The tie with the button-on tabs
The tie is anchored to the front
collar button, the central and
only proper place, thus positive-
ly centering the knot when
tying. 50 cents and better.*

**Keys & Lockwood
New York**



**Write for a
Sample Cake**
For 2c. we'll send
you a sample of

JERGENS
Violet Glycerine Soap

*enough for a week. In this crystal
clear soap, we have caught the real
fragrance of fresh violets. Write
today for your sample. Address*

THE ANDREW JERGENS CO.
1141st. X, Spring Garden St.,
Cincinnati, O.



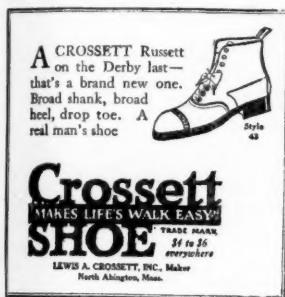
FIGS. 12, 13, 14 AND 15--A GROUP OF STRIKING SMALL ADS

(Fig. 9) is unusually effective. The display and arrangement are the work of a master hand.

Some of the electros used by Eastman's traveling Kodak Exhibit (Fig. 10) are very much above the ordinary. Their make-up dominates the pages of a newspaper.

I hear you say that the Cadum ad (Fig. 11) is a cheap-looking affair. Yes! But it's *strong*. It tells the story instantly and you cannot miss it on a newspaper page. In other words, it's more useful, or forceful, than ornamental.

The Crossett shoe ad (Fig. 16) provides real rest to the eye of the average reader of the average



A CROSSETT Russett on the Derby last—that's a brand new one. Broad shank, broad heel, drop toe. A real man's shoe.

Crossett
MAKES LIFE'S WALK EASY
SHOE

TRADE MARK
\$4 to \$6 everywhere
LEWIS A. CROSSETT, INC., Makers
North Abington, Mass.

Style 43

FIG. 16—BALANCED AND RESTFUL

newspaper. Its beauty and balance is apt to make it an oasis in a desert of the average crowded newspaper page.

These examples should point a way of getting strong displays in the newspapers. Surely any one of these ads has exceptional strength.

Figs. 12 to 15 show some unusually strong and novel small ads. Few banks have had stronger ads than the small space used by the Mutual Bank. I did not know it was possible to get so much atmosphere in such a small ad.

The Keys & Lockwood ad is taste and refinement and harmony to the "nth" degree. My hat off to this little ad—it embodies the spirit the advertiser wanted to show.

When you get too many cuts in



The Button as an Advertising Compass

The advertising "game of buttons" is the reverse of the childhood game. When the advertiser asks "who's got the button of a desirable medium?", everybody answers who has space to sell.

Taking you by the lapel with this prelude, the

LITTLE ROCK (Arkansas) GAZETTE

wants to point to a "lapel button" incident as a compass in guiding your appropriation allotment for this part of the country.

During a recent public State celebration in Little Rock, everybody wore a lapel button with the portrait of the founder of the LITTLE ROCK GAZETTE. Can you ask for a better demonstration of newspaper influence—the bed rock on which its advertising value rests?

This incident shows the intensity of the influence of the LITTLE ROCK GAZETTE—the acknowledged mouthpiece of the State, and the prime factor in putting it on the commercial map of America, figuratively speaking.

The "extensity" of its influence is also a simple matter of figures, over 22,000 on week days and over 34,000 on Sundays (averages for the first six months of 1912).

Of this, 55% is city circulation, and 80% of that is carrier-brought-right-in-to-the-homes. The rest covers the larger part of the State, whose commercial, political and geographical centre is Little Rock.

In the words of an advertiser, "you press the button, we'll do the rest."

THE LITTLE ROCK GAZETTE

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

a small ad, it is generally killed, but not the Moore Push Pin ad. It has much to show, but the ad is neat and attractive. The small Jergen's ad makes excellent use of the circle.

In all of these ads of 1912 there is an ability displayed in handling advertising as a tool to various ends that was never evidenced before. The advance indicates a greater seriousness of purpose, a higher degree of co-operation between the creative and technical factors.

It is reasonable to expect that in 1913 progress will make ad men even more thoroughly the masters of the white space in which they have done so well the past year.

DECISION TO DROP HOUSE-ORGAN REVERSED

JOSEPH DIXON CRUCIBLE COMPANY
JERSEY CITY, N. J., Jan. 8, 1913.
Editor of PRINTERS' INK:

Many years ago the writer was a "constant reader" of PRINTERS' INK, but of late years he has had so much of other reading that he thought he could do without PRINTERS' INK.

With the coming year, however, of 1913 he thought perhaps he might have better luck and more prosperity in business if he were again to become a reader of PRINTERS' INK—hence the subscription by the Dixon Company.

In the first number which comes to me, that of January 2nd, I notice on page 60 what you have to say in regard to house-organs. You ask, "Is the house-organ idea being overdone?"

We shall be very glad to read what you find to say on this subject. The Dixon Company started its house-organ *Graphite*, December, 1898, and has not missed an issue. It is on file in many of the public libraries, and it is read with interest by so many able and noted men in business that we sometimes wonder if we shall be able to retain their interest and to keep *Graphite* up to a proper standard to command the attention of expert mechanical men, architects, etc.

A year or two ago we practically decided to drop the publication and sent out notices to that effect, but the very kind words we received, and the earnest requests made to continue its publication, caused us to keep it up.

We feel that it has been a good advertising medium; that it has not cost too much as such, and that it has possibly given the Dixon Company a publicity that it might not otherwise have received.

For all this, we shall be very glad to read what you will have to say in regard to house-organs.

GEO. E. LONG,
Vice-President.

WHAT IS GOOD SELLING ENGLISH?

ENGLISH THAT "PRODUCES," A SCARCE COMMODITY—WHY FAULTLESS ENGLISH IS NOT ALWAYS SELLING ENGLISH — ESSENTIALS FOR WRITING WORDS THAT WILL MAKE A CLEAR FORCEFUL IMPRESSION

By W. R. Heath,

Vice-President Larkin Co., Buffalo

[EDITORIAL NOTE: Every word of Mr. Heath's article is full of suggestion regarding the most important consideration in advertising. Although this was delivered as an address before the New York State Teachers' Convention in Buffalo recently, the article is valuable not only as showing the view-point of a large and prosperous concern, but also because it is full of sound advertising sense.]

I work for a mail-order house. We solicit orders by means of advertisements, printed catalogues, circulars and letters. We receive communications in writing. We convey answers by the vehicle of English. We perform our service with such art and skill as is presumed to insure permanency and growth for the business, affluence and leisure for the stockholders and continuous jobs for ourselves.

One difficulty we encounter in our work. We write English well. Our display is striking and sloganish. Our text fascinating and pregnant with selling talk. Our letters appreciative of commendation yet withal modest, our answers to complaints generous, sincere and adequate. Our difficulty is, *we are not understood*. People will not understand what we mean by what we say. They tell us what we mean and then ask us why we do not write it so.

Are we always to be misunderstood? Will not the teachers of English teach the coming generation to understand English? Your pupils are more likely to become our customers than they are to become our employees, for one speaks and a score listen, one writes and a thousand read, so while one studies the art of expression many should study the art of impression. Your work of

THE YEAR'S RECORD

The Evening Star

WASHINGTON, D. C.

The reason why many shrewd Advertisers use the STAR more and more every year.

Daily Average Circulation of the Four Washington Newspapers

The Evening Star	(sworn daily average 1912)	63,804
2nd Newspaper	(sworn daily average 1912)	41,946
3rd Newspaper	(sworn 6 mos. statement to P. O. Dept. daily)	34,397
4th Newspaper	(Published statement Dec. 5, 1912, of 6 mos. cir.) ..	32,136

Total Advertising in the Four Washington Newspapers Daily and Sunday for the Year 1912

The Star - - -	10,887,109 lines
2nd Newspaper -	5,934,125 "
3rd Newspaper -	5,784,548 "
4th Newspaper -	4,243,362 "

The Star is the one paper in Washington in nearly every home and the **ONLY PAPER IN THOUSANDS OF HOMES.**

teaching English is twofold. You must teach people to give thought expression in English and you must teach people to get thought expressed in English.

The business world demands English, first that is read, and second that it is understood. You can find an abundance in books on the value of words, the elegance of expression, diction and style. It is not for the business man to speak of these. Good English to the business man is simple English, English that is listened to, English that is read, English that is understood, English that "produces."

"Save all cost that adds no value" is a slogan of our business. Simple English, yet it took our whole office force to coin it. You now wonder how you could say it any other way, which is the most unqualified approval you could give the expression.

"To be or not to be, that is the question." Simple English, mostly words of two letters, yet such English lives forever.

How may we put children in the way to write such English? I answer—by doing what we do not do now and by leaving undone what we do now.

I do not criticise the teacher who aims to broaden the knowledge of the child. If you wish the child to know Savonarola send him to the encyclopædia, let him look up and write up the subject, and talk about it; but this is not teaching English, at least no more than mental arithmetic is, this is biography and history and it would be no more if you asked the child for an essay on the same subject. Compiling from the encyclopædia is not essay writing and it is not teaching him to express himself in English.

A young man, in faultless attire, soft hat and kid gloves in hand, with hair parted in the middle, with eyeglasses faultlessly adjusted on his shapely nose, stands before me in the business office. "What can I do for you, sir?" "I beg your pardon but I have concluded that I would take a position. I have heard that this

is a good place for a young man to advance and I have called to see what you could offer." That young man has expressed himself in English as well as in attire, but his expression is so at variance with the surroundings that you hear nothing but discord, you see nothing but neckties and gloves, you think nothing but receptions and teas. Had he submitted an essay on Savonarola he would not have expressed himself at all.

A man in work clothes, hat in hand, with clear eye, earnest and determined face, presents himself at my desk and I say, "What can I do for you?" He catches my eye and holds it, his gaze is so intense he seems to approach me, he takes a tighter grip on his hat, his face is stern and his whole person is tense as he speaks in a husky voice, "Sir, I want work." I do not seem to see him at all, I see beyond him, I see a woman in a cottage bending over a sick child, I see a table, a loaf of bread and empty coal scuttle, a boy with bare feet and worn clothing, with pinched and earnest face. The man has expressed himself in English and I hear nothing but harmony, see nothing but opportunity, think nothing but halleluiahs! because of my opportunity to respond to his call. Had he expressed himself in the Avenue drawing-room it would have been bad English indeed.

In any instance the impression is as important as the expression; the listener to English as important as the speaker of English.

The boy who writes his first letter thinks he has no language with which to express himself. Like a man who concludes the faucet is stopped up when he turns it on and nothing comes forth, when as a matter of fact the barrel was empty. If the barrel were full its contents would seek opportunity to escape; so if a boy is full of something that interests himself very much the substance will seek expression and he will talk or write, because he can't help it. Style and expression will be original, natural, unique and forceful for he is expressing himself; but we need

look for no flow of language from an empty "think-tank."

So we must not expect children to acquire style, individuality, originality or forceful expression if given subjects foreign to their interest and experience about which to write or speak. They must speak their own thoughts, recite their own experience, describe their own achievements, dream their own dreams.

LARKIN'S PRIZE ESSAYS

Pardon an allusion to shop. The business man recognizes this principle and will not spend his money for naught. The Larkin Company is now asking for some prize essays. It has a definite object to attain and seeks indirectly the co-operation of the boy to attain it. We want business, we want the boys and girls to think business for us. We know they are not doing so; we must make them want to. We strive for their attention by the token of a reward. We court their interest by description which awak-

ens thought, stimulates confidence and encourages resolve. We create desire by graphically describing the benefits to be derived, and finally if we are successful we compel action by carrying his thought along analytically until the subject opens before him with such possibilities that he sees the prize within his grasp before he starts.

We want the boy, we do not want his words. His essay will never get an order from his mother, but the boy will. If we get him, he will represent us in his home with such eloquence that if our cause is worthy we cannot lose. This is the announcement of the contest:

ESSAY PRIZES FOR GRAMMAR AND HIGH SCHOOL PUPILS

The Larkin Company will give prizes as stated below for the best essays on the subject

"THE UNDERLYING CAUSES OF THE PRESENT HIGH COST OF LIVING, and Why Larkin Factory-to-Family Dealing Reduces the High Cost of Living."

Then follows the conditions:

Are you interested in Employees Profit Sharing and Self Government?

MANY STUDENTS of social problems feel that only by recognition in actual cash profit participation and more attention to their welfare can efficiency and co-operation among our workers be maintained.

We have made a success for several years of a somewhat advanced plan of merits and demerits, profit sharing and self government among our few people.

The plan has been frequently inquired about and was recently noticed at some length in an article by "System" the Business Man's Magazine.

With "System's" permission we have reprinted the article in booklet form and will be glad to send it on request to anyone interested.

H. E. LESAN ADVERTISING AGENCY

440 Fourth Avenue, New York

Credit will be given on a scale as follows:

For stating the best and most convincing causes of the high cost of living.....	3 points
For stating the strongest arguments why Larkin Factory-to-Family dealing reduces the high cost of living.....	4 "
For grammar and composition..	1 "
For spelling and punctuation..	1 "
For neatness and general appearance of papers.....	1 "

Total10 points

We ask the contestants to—

"Keep in mind that you are to write as an investigator; that is, as one searching for a new truth. It is best not to start with preconceived opinions and write to justify them. First read up on the subject in books and magazines. Your teacher or elders will gladly tell you how to find the right books in your public library. Get together only the most important facts, because the essay is to be short, and write down these facts logically. But you must not simply copy what other people have written. Your own views and reasoning are just as important as that which you will find in books. Books are only to teach us what other people have thought and should always be read with a questioning mind. Before you start to write be sure you understand the subject at least fairly well, because there is no writer so poorly equipped as the one who writes without his facts."

We give the names of disinterested judges who shall determine the merits of the effort.

Then we make some suggestions which we wish older people to think about as well as the boys and girls, as follows:

1. Has manufacturing and distributing always been conducted according to present-day methods?
2. Why is a large manufacturer enabled to produce more cheaply than small manufacturers?
3. Why is the present system of manufacturing and distribution through salesmen, wholesalers, brokers, jobbers and retailers so costly?
4. What are the two reasons that production and distribution will be cheapened if these middlemen are eliminated?
5. Why is Larkin Company able to sell its products for about half the regular store price, or to offer as premiums merchandise that has about the same cash value as the amount of products purchased in any order?
6. What are the reasons that millions more people do not buy from the Larkin factories direct, when the savings thus achieved must be evident to all?
7. How will parcel post tend to reduce the high cost of living?

So we strive to make the boys and girls *want* to write. We take them out to the brow of the hill

and show them the plain below with the purpose that they may wish to possess it. We endeavor to fill every boy and girl with enthusiasm, and hope, and aspiration so that their very selves may be expressed in what they write.

Business is a serious matter these days. It is no longer a matter of "bicker and dicker." It is no longer a matter of swapping and trading. Business to-day is one of the "learned professions" and men leave medicine, leave law, leave the ministry to engage in business. The keyword of business is no longer "dollar"; the keyword of business is "service."

Let no young man think to enter business to get rich. Money is the by-product of business. Profit is incident to business, it is not business. Let no young man hope to succeed in business by the rule of chance. Luck is no better word to conjure with in business than in medicine or in the law. Business demands the whole of a man. The whole of a whole man. Business extends its call to men of judgment, of theories of systems, of ideals, men of imagination and high aspirations.

THE KIND OF ENGLISH THAT IS DEMANDED

What are its demands for English? English that is true. English that is virile. English that compels and impels. English that is alive, personified, that impersonates the person who speaks or writes.

The mother who looks forward to Tuesday for her letter from her son in college is not thinking of the philosophy that the letter will contain or of any other thing that he is supposed to acquire at such an institution. She wants him and she looks for him in every line he writes. She wants him to express himself to her. Mothers are easy to write to. The business man has no such sympathetic reader of what he writes. He must compel attention, develop interest, create desire, effect decision with people who are not thinking of him, who do not care for him and who

MILLION WEEKLY

Audit of N. W. Ayer & Son

of

Boyce's Big Weeklies

The Saturday Blade

The Chicago Ledger

(for first nine months of 1912)

Including Samples		Not Including Samples	
To Agents.....	841,275	Full	841,275
To News Dealers..	8,352	Full	8,352
Single Subscriptions	104,672	Full	104,672
File (used for back numbers)	2,933	Full	2,933
Agents Samples...	214	Not	—
Single Samples....	44,711	Not	—
Comp. & Exchanges	901	$\frac{3}{4}$	676
Misc. Papers.....	2,606	Full	2,606
Adv. Lists.....	14,782	$\frac{3}{4}$	11,087
	<hr/>		<hr/>
	1,020,446		971,601

In conclusion it is to be recorded in behalf of the W. D. Boyce Company that its circulation guarantees are fully sustained by this audit, and that its records are kept with care and with proved accuracy.

(Signed) CHAS. S. PATTESON,

Authorized Auditor.

Chicago, Ill., December 19th, 1912.

BOYCE'S WEEKLIES

Advertising Rates:

Display, \$2.25 per agate line

Classified, 25 cents per word

do not, to say the least, realize that they need what he has to offer. Nevertheless the successful man is the man who sends himself along with his message. Words, sentences, periods are not important. Indeed, the greatest eloquence has no word expression. When Lord Tennyson had exhausted language in his endeavor to show the futility of the finite comprehending the infinite he reached his climax in the words

But what am I?

An infant crying in the night,
An infant crying for the light,
And with no language but a cry.

Business needs the boys and girls you teachers are training. Do not let them think they can be but cogs in the great system of wheels. The world needs men and women who can speak and write *themselves* into English more now than at any previous time. \$400,000,000 are wasted every year in unprofitable advertising alone, and as much more in bad handling of good prospects and loss of customers through inefficiency.

We look to the future generation to conserve a part of this enormous loss. It cannot be done by saying, "Go to now, I will write advertising." If a single page in a single issue costs \$7,500, what you say on that page is important. Look into the current magazines and you are tremendously impressed with the importance of English in this branch of business.

Time will not permit its consideration. I will mention but a very few familiar expressions designed to compel attention. Many people do what they are commanded to do, so the advertiser says. "Take music lessons at home," another thought is added in "Study Law at Home—become an LL.B." Still stronger is the appeal in "Keep your boy out of danger" or "Protect your little ones." What mother does not smile when she reads, "Have you a little 'Fairy' in your home?" What splendid soap it must be! "Liquid Veneer" illustrates the value of a *good name*. "You run

no risk" gives you confidence. "Can you spare an hour a day?" makes a college education seem attainable. "His Master's Voice" has caught the eye and the sympathetic attention of the whole reading public; while our own "From Factory to Family" has been "sincerely praised" in the expressions "From maker to wearer," "Direct from workshop," "From factory to home," "From factory to you," and "From factory to user."

The slogan, "We made it good, its friends made it famous," makes us want to know more about it, and a dignified sentiment like the following could not fail to secure thoughtful consideration: "In the building of vehicles—as in every field of human endeavor—there are those who have won the right to success." So we might go on indefinitely.

In conclusion, business English has no conventions, no hard and fast rules of syntax. It knows no idol worship. It has no literary form. It speaks to-day of the things of to-day. Tomorrow a new invention demands a new expression.

Business English is exploitation. It makes you want what it offers. It makes you pay for what you want. It satisfies you with what you get. It makes you speak your satisfaction to others.

History, literature and the sciences are the equipment in the intellectual gymnasium. A man's education is what he has left after he has forgotten what he learned at college, and what the individual possesses of history, literature and the sciences is really but the by-product of his education.

Men must be taught to glorify their work. Belittle "Big Business" if you will, but magnify business bigness. Teach the child that he lives because there is something great that he must do. He belittles his own life who is not doing something with it bigger than life, for the instrument is the servant of its purpose.

Teach these things and expression will follow even though there be no language.

A SERIES OF QUESTIONS CONCERNING THE CHALLENGE THAT "ADVERTISING SPACE IS SELDOM BOUGHT WITH SUFFICIENT DISCRIMINATION"

1. Is the magazine an established institution?
2. Does it fill a real need, or is it merely a money-making enterprise?
3. Who are the publishers? What is their aim?
4. Who are the readers? Why do they subscribe? What do they pay?
5. What kinds of advertising in the magazine are profitable?
6. What is the rate, and how much circulation does the rate buy?

1. Is the Magazine an Established Institution?

THE ATLANTIC MONTHLY was founded in 1857 by Phillips, Sampson & Co., Boston, and is now in its 55th year of continuous publication. During this period it has been owned by only four publishing firms, the three succeeding the founders in this order—Ticknor & Fields in 1860—Houghton, Mifflin & Co. in 1873, and The Atlantic Monthly Co. in 1908.

Not only the circulation but the revenue from subscriptions and advertising is today the largest in its history. It has persisted in its present form through all the changing periods of magazine development and has maintained its position as the acknowledged leader and authority in its field.

THE ATLANTIC MONTHLY

Walter C. Kimball, Inc.

Advertising Managers

Nelson J. Peabody, Western Mgr.
14 W. Washington St.
Chicago

Paul W. Minnick, Eastern Mgr.
1 Madison Avenue
New York

HOUSEHOLD NUMBER COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE, AND THE HOME CIRCLE.

VOL. XXV

No. 5

MARCH

1913



PUBLISHED AT
AUGUSTA, MAINE

MARCH COMFORT

the great Household Number,
teaches mothers and daughters
the art of housekeeping in a
million and a quarter homes.

*Its Advent
Is an Event in
the Rural Homes*

March COMFORT is the woman's number and it will carry a budget of useful information on general housekeeping and especially on cleaning, renovating and repairing house and furnishings at the very time when these subjects are of most compelling interest to its woman readers; for they are not butterflies of fashion ignorant of their own kitchens, but real rulers of their households who do, or personally supervise, the housework and have the say of the purchases for their families.

*Household Comfort
Ads Scoop the
Household Trade*

March COMFORT gets the men folks too,
just when they are planning improvements
and the purchase of new farm machinery.

March forms close February 15.
Apply through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JERKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

Circulation and Advertising

by F. W. R. HINMAN, Business Manager of

The Florida Times-Union

Jacksonville, Florida

Solidity in circulation, interested readers, getting them interested by giving them something good to read, making them pay in advance for their papers, treating one and all alike is a factor in making the Florida Times-Union valuable to its advertisers. Our sworn average circulation for 1912 daily was 23,391, Sunday 25,412. Read the following facts: **QUALITY POINTS**—Every subscription to the Times-Union is paid in advance. Every mail subscription is discontinued immediately after its expiration. No return privilege is allowed any agent—agents pay for every copy of the Times-Union they receive. Newsboys on trains and throughout the city, state and at important points throughout the United States handle the Times-Union, in spite of the fact that the Times-Union is the only newspaper published in this territory that does not allow a return privilege to dealers. **THIS SHOWS THE STRENGTH OF THE TIMES-UNION.** Carriers delivering the Times-Union in Jacksonville purchase their papers outright, thus guaranteeing a one hundred per cent collection and a well-nigh perfect delivery system. Out-of-town agents handling the Times-Union pay their account either weekly or monthly, but are required to furnish cash or surety bond to guarantee their account. No contest is conducted or other methods resorted to which would give a **SUDDEN BUT TEMPORARY** increase in circulation. These rules and other methods followed in handling the circulation of the Times-Union guarantee the advertiser a most excellent quality of circulation. The Times-Union leads in the city and state in **QUANTITY OF QUALITY** circulation. **IT IS SUPREME** in its field. **INCREASE IN CIRCULATION WITHIN THIS PERIOD OF FIVE YEARS, NEARLY 10,000 DAILY AND SUNDAY.** **ADVERTISING:**—We had a tremendous increase in advertising space in face of the fact that our advertising rates were increased 20 per cent. The year just closed was another Banner Year for Florida's greatest daily newspaper, which can be seen by the statement published below for the benefit of our many good patrons and faithful friends. **COMPARISON**—During the year of 1911 we printed in paid advertising space 504,444 inches, or 7,062,216 Agate Lines. During the year of 1912 we printed in paid advertising space 528,293 inches, or 7,396,102 Agate Lines. **THIS SHOWS THE INCREASE IN PAID ADVERTISING SPACE OF 1912 OVER 1911 TO BE 333,886 AGATE LINES.**



Look At That Concrete

It sure makes the concrete grind to see that Smith Mixer at work. They are running in a splendid structure. They are about to start and having the concrete. The job is the **SHORELAK DAM** with its 10,000 yards of concrete. The builder is the **Mississippi River Power Company**. The mixer is one of the new big **Smith-Mixers**. It is a 11 year old machine, with engine and power off. They have been along away for over a year as this double-joint mixer and mixing with this the capacity, even, are giving the big support and the reliable service that the concrete always gets with.

SMITH MIXERS

All of which is not surprising, for the Smith double-joint mixer is the most efficient mixer, now on the market, anywhere in the largest industrial structure. It is the largest mixer ever built, and is the only one of its kind. It is a 11 year old machine, with engine and power off. They have been along away for over a year as this double-joint mixer and mixing with this the capacity, even, are giving the big support and the reliable service that the concrete always gets with.

Write for Catalog No. 15

The T. L. SMITH COMPANY
1203 MAJESTIC BUILDING, MILWAUKEE, WISCONSIN
OLD COLONY BUILDING, CHICAGO, ILLINOIS

STRIKING LAYOUT FOR USER COPY

Company, and writes concerning it:

We are sending separately proofs of the advertisement which we consider the best one we published during 1912. This advertisement has more than paid for itself in actual orders received and traced through key numbers.

The reason why we believe it the best is that the advertisement gives an account of a truly remarkable record made in the shops of the largest manufacturers of railway cars in the world, and therefore has good news value.

The saving mentioned would naturally stimulate a desire on the part of railroad companies operating a large number of cars to equip their shops with Davis Boring Tools, in order to obtain similar results.

The suggestion of our willingness to prove results by sending an expert is, in my belief, the "clincher" which crystallized the desire into action, which brought about the large number of inquiries we received from this advertisement.

Can a technical advertiser take advantage of the seasonable appeal? M. C. Meigs, advertising manager of the J. I. Case Threshing Machine Company, Racine, Wis., thinks he can. He says:

This ad is one which was used in the Christmas numbers of automobile

publications advertising our 1913 cars.

We believe that this is our best endeavor because we have taken advantage of the spirit of the season to emphasize these principles of manufacture, advertising and salesmanship, which, we believe, are essential; namely, just as we have headed our ad—peace and good will, with honesty as the interpretation of both characteristics.

We believe that the attractiveness of the way in which it is produced, combined with the somewhat unusual point of view, has produced an ad, which is, from our point of view, the most satisfactory which we have done this year.

The striking layout of the concrete mixer held in the two hands is thus referred to by Charles F. Smith, vice-president of the T. L. Smith Company:

This ad yielded good results; apparently for two reasons. First, because the picture is, from a trade standpoint, rather a striking one. Second, because the copy contains matter of interest to the average contractor, and quite an effective argument for the purchase of Smith Mixers.

(Continued on page 104.)

The Joy Of Battle

Every "McCord" Lubricator is a master in the great world of machinery. It is a master in the world of the oil industry, and the very life of the engine it lubricates. For better perfect a machine may be, without adequate lubrication, none of the power generated will be lost through friction.

Friction takes power—and you can't waste power. It takes machinery with it. Thus follows the loss of time in making repairs. To the loss of power and time must be added deterioration of the required machinery in use.

"McCord" Lubricators

Friction—Fuel
Reduces Friction to a Minimum
Insures a Calculable Saving in Oil
Eliminates Loss of Power, Time, Machinery

The "McCord" Lubricator is a completely automatic, while the fuel is automatically run into the right place at exactly the right time.

It starts, stops and changes speed with the engine—when the engine stops working, the oil comes to flow. Further there is a reserve pump for each kind and make of engine, and a reserve supply of oil in the tank.

A Single Fuel Lubricator enables the engine to decrease the amount of oil being pumped.

Each pump will operate against a vacuum in any closed passage and will be tested against a pressure of 100 pounds before starting. The controlled machine is subject to rapid inspection and test in any testing room, and can be locked for the "McCord" Lubricator.

Write today for Catalog C. We'll reply by return mail.

McCord
Manufacturing Company

New York Detroit, Michigan Chicago

London St. Louis Cincinnati

San Francisco

Think "McCord" when you think "Lubricator"



"McCord" Lubricator—automatic, reliable, and a saving in oil.

EDUCATING THE ENGINEER

Who Carried Most Ads in 1912

The *number* of paid advertisements carried by different publications is a better indication of their relative value as advertising mediums than is a comparison on the basis of *space*.

Large space *may* indicate only strong convictions on the part of a *few* advertisers or agents. *Many advertisements* are indicative of the confidence of *many* advertisers and agents.

From a careful analysis of all advertising carried during 1912 by The Ladies' Home Journal, Woman's Home Companion, Good Housekeeping, "Butterick Trio," Modern Priscilla, Pictorial Review, Ladies' World, McCall's Magazine, The Housekeeper, The Housewife and Harper's Bazar, the following interesting statistics (believed to be entirely accurate) have been secured:

Total Number Mail Order Ad- vertisements Carried in 1912	Total Number Publicity Ad- vertisements Carried in 1912	Total Number Advertisements (Both M.O. & Pub.) Carried in 1912
MODERN PRISCILLA - 1945	L. H. Journal - - - 1695	Gd. Housekeeping - 3035
Gd. Housekeeping - 1342	Gd. Housekeeping - 1693	MODERN PRISCILLA - 2826
McCall's Magazine - 1019	W. H. Companion - 1417	L. H. Journal - - - 2685
L. H. Journal - - - 990	Delineator - - - 1208	W. H. Companion - 2340
W. H. Companion - 923	New Idea Mag. - - 976	McCall's Mag. - - 1977
Pict. Review - - - 894	Designer - - - 964	Delineator - - - 1787
Delineator - - - 579	McCall's Mag. - - 958	Pict. Review - - - 1690
Ladies' World - - - 559	MODERN PRISCILLA - 881	New Idea Mag. - - 1412
Housewife - - - 529	Pict. Review - - - 796	Designer - - - 1399
New Idea Mag. - - 436	Ladies' World - - 763	Ladies' World - - 1322
Designer - - - 435	Housekeeper - - - 636	Housekeeper - - - 1038
Housekeeper - - - 402	Housewife - - - 464	Housewife - - - 993
Harper's Bazar - - 211	Harper's Bazar - - 275	Harper's Bazar - - 486



Note Priscilla's Position

The Modern Priscilla

37-39 E. 28th St.
New York

85 Broad Street
BOSTON

Boyce Building
Chicago



Collier's

The first publication to take up the fight for pure food and drug legislation—a fight that it has carried on continuously for over nine years. Written into The Congressional Record* as the strongest power for present food and drug laws.

The first publication to bring advertiser and dealer into closer relations through special trade propaganda to both wholesaler and retailer.

The first publication to analyze foods and proprietary articles as a basis for the acceptance or rejection of advertising.

*June 22, 1906, p. 9271.

A few extracts from many letters

From A Club Woman & Publisher

".....We take good pains to get the best. We read the long article which appeared in Collier's some time ago giving the list of approved goods and we use it."

From A Grocer Who Asks For Help

".....Information received from you will be greatly appreciated by us as we want to handle only first class groceries both in standard and fancy lines."

From Principal of Public Schools

".....Propose to work along this line in the public schools here."

From A Wholesale Grocer

".....I am enclosing herewith sixty 60c for six copies of 'The Westfield Book of Pure Foods.' I wish to secure one copy for each buyer here who buys merchandise in the food or drug line."

From President of a Board of Health

".....I am interested in your pure food fight having read 'Collier's.' I would like to have your booklet or any other information you may have that would be of interest to us Westerners. We are just waking up out here. I have just taken the reins and we are going to do things as they should have been done before."

Collier's—strongest single

and Pure Food



The first publication to constructively show the consumer a guide to pure foods that he may apply in his home through the work of Prof. Lewis B. Allyn, of Westfield fame, now Food Editor of Collier's. The first definite certification of food products.

The first publication to exercise a censorship over its advertising columns as applying to foods and beverages of all classes. The strictest enforcement in the publishing field today.

The first publication to make a city's name a trade-mark—"Westfield"—symbol of higher food standards than State or National Government.

received daily from Collier Readers

*From A Salesman of a Wholesale
Grocery House*

".....I consider your plan of work one of the most original and far-reaching of anything I ever heard of, and I am sure the great majority of the American people are interested in just such work as you are doing."

From A Grocer

".....I am very much interested and would like to furnish my trade with 'Pure Foods.' I will appreciate any suggestions that will help me in doing so."

From A Publisher

".....Thank you heartily for your unique campaign in the interest of right living."

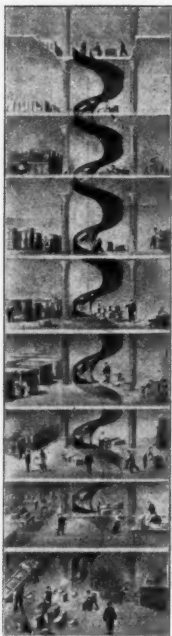
From An Advertising Agent

".....Any information that you get out regarding your wonderful crusade on the Pure Food subject will be deeply appreciated."

From A Doctor

".....I am heartily with you in your effort to purify our food supply and this state and city need attention as much as any other in the country."

power for Pure Food



How much wasted time and labor are you paying for?

Why not find out?

Do you think your system is so perfect it cannot be improved?

Wouldn't it make you feel better to know *positively*?

Isn't it true—

That no business can progress without constant improvement?

That last year's methods may be obsolete this year?

That no matter how perfect your system may be it becomes a handicap the moment a better one is devised?

To illustrate—

Study the accompanying picture—*isn't it the simplest thing you ever saw—the way our Gravity Spiral Chute cuts out waste time and labor in getting goods to the shipping room?*

Does away with the rush, confusion and expense of trucking goods onto overworked freight elevators. Gets your orders in transit in the shortest possible time.

We are experts—

On all subjects relating to the handling of merchandise.

We are designers and manufacturers of many types of conveying and elevating devices.

By the use of our Gravity Roller and Wheel Carriers, Automatic Straight Lift and Inclined Elevators, Gravity Roller Spirals, Metal Gravity Spiral Chutes, etc., we can install an entire system which will solve any handling problem.

No matter—

How small or how large your establishment may be—we can point the way to reduced production cost and increased profit. Glad to do it without cost to you if we fail to convince.



Main Office and Factory:
ELLWOOD CITY, PENN., U.S.A.

Cut out the coupon—

Fill in the information and mail it to us at once.

Our business is.....
We want more information about your Appliances and service as to how we can use them profitably.

Firm Name.....

Address.....

EFFICIENCY IN A PICTURE

In our line of work we find that the illustration is the most important part in an ad. The contractor is not, as a usual rule, a studious man. He reads little, but he is very apt at grasping points of the machine when well illustrated. He particularly likes to see the machine at work, and is always keen to know what the other fellow is doing. Accordingly, the main effort in our advertising is to obtain photographs for advertising purposes. With these available, it is not difficult to build interesting and effective ads around them.

A sample of educational copy in a technical line is furnished by P. L. Barter, sales manager of the McCord Manufacturing Company, makers of power plant specialties, Detroit:

We enclose one of our lubricator advertisements which appeared in a recent issue of *Power*, which we consider as good an example of the kind of trade-paper advertising that we are doing at the present time as any. I would hesitate to say that it is our best ad because we try to vary our copy so that each ad will convey some particular idea in regard to our product with a view to a continuous reading

of same by the engineer. In other words, we are trying to educate the engineer to the use of force feed lubrication in general and more especially the McCord system, therefore each ad features some special point. This particular copy features the reduction of friction and the saving in oil, whereas, some of our copy would give more prominence to the construction of the lubricator itself, its simplicity, ease of adjustment, etc.

A. F. N. Thomas, advertising manager of the Mathews Gravity Carrier Company, Ellwood City, Pa., sends two ads, one of which is reproduced under the head "How Much Wasted Time and Labor Are You Paying For?" Of these ads, Mr. Thomas says:

The only way we can tell the value of an ad is from the replies received and business secured. The two ads herewith cost us \$540. We have received sixty-one replies, and to date have made five large sales aggregating about \$8,000. We

expect to increase this considerably as several of the prospects decided to defer ordering until early in 1913—which

LIFTING MAGNETS
that are **really waterproof**

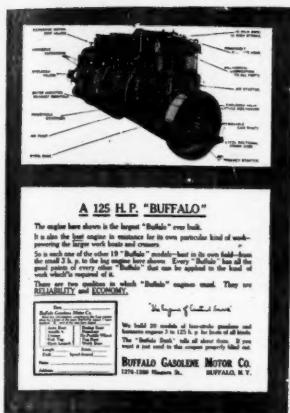
If you read the daily papers you may remember having seen a great dispatch from New Orleans, stating that a Lifting Magnet was being employed there to salvage a ship from the bottom of the Gulf of Mexico, in fact, that a large ship was down in ten or more feet of water, and the Lifting Magnet was used for the work.

Cutler-Hannan Magnets are really waterproof. They are not damaged, primarily for submarine service, but will stand even in the roughest weather, and will not be damaged by exposure to any form of weather, and anyone who has had experience with Magnets of various kinds will tell you the results of the tests done are due to material finding in way over the results of the Magnet and then covering the work.

You should visit Cutler-Hannan Magnets are rendered waterproof by a special treatment in use of a special liquid, called "Lifting Magnet," which they are made.

CUTLER-HANNAN CLUTON CO.

STRIKING AND CONVINCING



TALKING POINTS IN GRAPHIC FORM

is natural, as our business involves the purchase of new machinery and equipment.

Figuring conservatively, we have reason to believe our investment of \$540 for the two ads will bring us a return of at least \$12,000.00. On this showing we must concede that they are our best ads.

No specific authority has come from the Cutler-Hammer Manufacturing Co., Milwaukee, to name the particular ad reproduced as best. It is one of a series on lifting magnets sent by Charles L. Benjamin, advertising manager, and is reproduced because of its striking layout, and its news value, which removes the suspicion that the layout is simply an imaginary bit of scenery.

C. B. McCuaig, advertising manager of the Buffalo Gasoline Motor Company, Buffalo, N. Y., does not rely altogether upon direct replies in judging the value of an advertisement. He says, regarding the two-color, fourth cover ad reproduced:

As a matter of fact we have used several pieces of copy which have produced more replies than the sample we are sending, but nevertheless we give this piece first place. First of all, it shows the engine; it also presents several important features in graphic form. This is by no means new, but it is a very effective means of drawing to a piece of machinery the attention of the mechanically inclined. The copy is concise, bringing out our two talking points, reliability and economy. The coupon in the corner does not add to the appearance of the layout, but it is one of the best things

The Publisher's Good Will

¶ The attitude of the Publisher toward the Advertiser depends directly upon the attitude of the Agency toward the Publisher. The ability to extort free space from intimidated Publishers, of which many Agencies proudly boast, is bought at the price of the Publishers' good will, and the Clients of such Agencies never get anything more than the Publishers are compelled to give.

¶ For nineteen years The Procter & Collier Company has been building a reputation for dealing fairly and squarely with every Publisher, big or little. There is a decided difference between the treatment we receive from Publishers who like to do business in our fashion and the treatment given to Agencies which habitually abuse their buying power.


¶ If you like to do business with people who like to do business with you, you will enjoy doing business through us.

The Procter & Collier Co.

New York

Cincinnati

Indianapolis



The *Greenfield* Universal Grinder

A practical, all-around tool that will make a place for itself in your shop.

The Greenfield Universal is something more than a Cutter and Reamer Grinder for it is so designed as to give the stiffness and rigidity necessary for the proper handling of accurate work. Any job of Straight or Taper Cylindrical Grinding, Surface Grinding, or Internal Grinding that is within its capacity can be easily and satisfactorily accomplished.

Before buying a Tool-room Grinder investigate this one. Catalogue on application.

Greenfield Machine Co.
Greenfield, Mass., U. S. A.



The Universal Vise on the *Greenfield* Grinders

Is an Attachment which has proven itself most valuable for Tool Room Work.

With its use the ends, sides and edges of square, flat, hexagon or octagon pieces may be ground to exact angles with relation to each other. It will be found invaluable for grinding dies, keys and snap gauges and it will frequently save much time that would otherwise be spent in filing.

The horizontal and vertical servels are both graduated so that it may be set instantly at any desired angle. These Vises may be purchased separately for use on small milling machines for which they are well adapted.

Greenfield Machine Co., Greenfield, Mass.

TWO STYLES OF COPY FOR DIFFICULT PRODUCT

we have ever tried as a means of getting a line on the wants of the man who writes to us for a catalogue, and let me incidentally remark, that it was a PRINTERS' INK suggestion. Ordinarily we believe that fancy borders are simply a waste of good space, but an exception should be made in the case of fourth covers. I have no defense to offer for the green bar across the page. The idea was to use it to "bring out" the cut above, but I am inclined to think the page would be stronger without it.

J. G. Stevens, treasurer of the Greenfield Machine Company, Greenfield, Mass., comments at length upon the two half-page ads which are reproduced one above the other. Mr. Stevens shows how his concern has solved the problem of advertising a machine which cannot be shown in connection with samples of the work it does.

The Universal Machine which we manufacture, which is at the present the only style that we are actively pushing, is not a manufacturing machine. It is, therefore, impossible for

us to show, as do many other machine tool builders, the machine in active operation in other plants where they have been installed, with samples of the work turned out. Our machine is an indirect producer, that is, it is for sharpening accurately and with proper clearance all of the innumerable odd shapes of milling cutters as well as straight and spiral reamers, countersinks, counterbores and other machine shop small tools, which it is impossible to grind by hand on any ordinary grinding machine.

There are several other machines which compete with ours in this particular class of work and which sell at about the same price as our grinder. These machines are frequently referred to as cutter and reamer grinders, and that term explains their full usefulness, but in addition to its capabilities in this direction, our machine is designed and built with sufficient stiffness and rigidity so that accurate grinding in other lines can be done on it. With the various attachments which we furnish, almost any of the little grinding jobs which are constantly arising in the making of special tools, jigs and gauges that have to be made in every plant, can be

handled upon our grinder.

We, therefore, have two distinct classes of advertisements; a representative of each of which we are enclosing.

The proof of the ad used in the *American Machinist* (the upper ad in the reproduction) is perhaps as good a type of the complete machine as we have recently gotten out. It illustrates the grinder surrounded with the complete line of attachments built for use with it; it displays prominently the trade-mark "Greenfield," by which our product is known; emphasizes forcibly the fact that this is a practical all-around tool; then goes on to explain the point which we have mentioned above, that we are offering something more at the same price than the ordinary cutter and reamer grinder; then goes on to name the various classes of grinding for which our machine, with its various attachments, is suitable. The ad closes with our name and address plainly stated and the offer of a complete catalogue.

The other proof shows the other class of advertising which we use, that is, it devotes itself entirely to the description of the capabilities of one particular attachment. These advertisements we use in series, taking up a different attachment in detail in each issue. The particular ad shown we used in

The Boston Herald and Traveler-Herald

gained 100,000 new readers last year and gained 1,600,000 agate lines, or 5343 columns, in advertising. No other newspaper ever made gains equal to these.

The circulation gains are accounted for by the news and general reading excellence of all three editions, morning, evening and Sunday.

The advertising gains are accounted for by the extraordinary success that one advertiser after another has met with as a result of advertising in The Herald and Traveler-Herald.

In two years' time these papers have not lost one advertiser because of unsatisfactory service.

Represented by the

S. C. Beckwith Special Agency

NEW YORK

CHICAGO

ST. LOUIS

Machinery, of New York, and we are enclosing it because it seems to have attracted fully as much attention as any similar ad we have used in some little time. At least we seem to get more inquiries referring to this particular matter immediately following its publication. This ad illustrates the attachment set upon the table of the machine with a piece of work about to be applied to the wheel. It shows our trade-mark, name, and makes a general statement in regard to the usefulness of the vise for toolroom work, and then goes on to give more explicit details regarding the various uses to which it may be put, and then closes with the suggestion that this same vise is adapted for use on other machines of different description, but which requires the holding of work rigidly in various positions.

C. F. Messenger, advertising manager of the Chain Belt Company, makers of transmission and conveying devices, Milwaukee, tells of success in breaking into a new field.

Ours is a peculiar proposition in that there are several chain manufacturers making the same line of goods and these goods are sold generally on a price basis. We are trying to bring out the idea that ours is much better in



VERY ATTRACTIVE

quality—that we pay more attention to the finishing of our malleable iron chain belt.

This ad (reproduced) appeared in *The Canner*, a weekly journal which goes to the canned food packers. Two years ago our business with the canners amounted to a few hundred dollars; now it runs up to the thousands, and we believe that this business has developed through consistent advertising, by attending the various canners' conventions, and by the quality of goods themselves. Of course, *The Canner* is only one unit of the people that we do business with, but it simply illustrates what can be done. The same is true of our concrete mixer.

I am sorry that I have not a page of matter to submit to you on this, but several of the best pages which we intend to use this year are now in the hands of our engraver and will not be ready for some time.

A very different sort of an ad, and one which would probably be well "roasted" if it appeared for a general product in a general medium, is sent by W. A. Keirn, of the Mesta Machine Company, Pittsburgh. Mr. Keirn shows, however, that a piece of copy which would never in the world pass for a soap may yet do an immense amount of good for a designer and builder of heavy machinery.

It is difficult to say just which ad has been the most productive, as the manufacture of special machinery is a peculiar business and a difficult one to advertise and trace results.

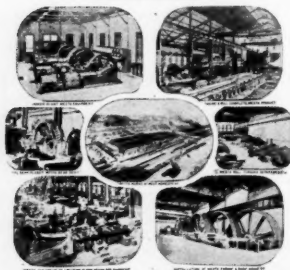
The enclosed advertisement is a good one, because it shows a number of the different lines of our work, such as steam engines, gas engines, rolling mills, rope transmission drives, large gear cutting and roll making, as well as a view of the plant in which the work is built. The line on the bottom, "Send for our latest booklet," has called forth a good number of requests for the booklet, consequently we might say that it has been productive as far as we expected it to be.

We have aimed to make our advertising little else than an announcement of the fact that we build heavy special machinery, and have allowed the illustrations to do the talking.

From this ad we feel that anyone interested in machinery must be impressed with the magnitude and variety of our operations.

MESTA MACHINE COMPANY PITTSBURGH, PA.

DESIGNERS & BUILDERS



STRAIGHT "PRESTIGE" COPY

ONE ANSWER TO FIVE QUESTIONS

January 2, 1913.

Mr. C. C. CHAPMAN, Manager,
Portland Commercial Club,
Portland, Oregon.

Dear Sir: As a member of the library committee of an advertising association, and for reasons of personal interest, I am investigating a bit the ideas of leading advertising men respecting advertising bibliography and current periodical literature. Particularly I wish to know how and to what extent men like yourself make deliberate use of such material for the purpose of keeping up to date.

May I, therefore, trespass on your time long enough to ask your brief reply to the following questions? In any use I make of your reply no connection with your name will be shown unless you specifically permit it.

1. Do you deliberately make any systematic attempt to keep up to date, and if so, what is your system?

2. What classes of information should a "live" advertising man keep in touch with if he would consider himself up to date?

3. Do you depend upon memory or upon a file to keep for reference such information as you gather? If you use a file, do you recommend any particular filing method or scheme as best for the purpose?

4. Will you name a list of books, any number not exceeding ten, which you consider the most important for the reference library of an advertising man, listing them in the order of your choice?

5. What periodicals do you read regularly and consider of most help to you in your advertising work? Why?

In the hope I am not overdoing it in this request for your help, I am

OREGON DEVELOPMENT LEAGUE

PORTLAND, ORE., Jan. 8, 1913.

DEAR SIR: Answering your questions seriatim:

1. I read PRINTERS' INK.

2. That contained in PRINTERS' INK.

3. I keep bound volumes of PRINTERS' INK and use index.

4. List of ten books most important for reference library of advertising men—last ten volumes of PRINTERS' INK.

5. PRINTERS' INK.

Paraphrasing your last remark "in the hope that I am not overdoing it," I am,

C. C. CHAPMAN.

CHANGES IN CHATTANOOGA
"NEWS" AND KNOXVILLE
"SENTINEL"

The Chattanooga News and the Knoxville Sentinel will be published independently of each other. These two papers have been owned by George F. Milton and Curtis B. Johnson, the former being president and the latter vice-president.

Mr. Johnson becomes controlling owner and president of the Sentinel and Mr. Milton controlling holder and president of the News.

Where is the Manufacturer

who does not want for his market the class with not only the inclination, but—*more important*—the means to gratify its wishes?

The circulation of The Theatre Magazine consists of the theatre-goers of America—the people with a spending capacity of many millions a year.

The cost of reaching this market is *small* compared to its value.

THE THEATRE MAGAZINE

New York

8-14 West 38th Street

Chicago
GODSO & BANGHART
Harris Trust Bldg.

Boston
H. D. CUSHING
24 Milk Street

THE WORK OF THE N. Y. VIGILANCE COMMITTEE

WITHIN A YEAR, 92 CASES INVESTIGATED, SIX OF WHICH ARE READY FOR LEGAL ACTION—SOME OF THE UNSPECTACULAR RESULTS OBTAINED WHICH GO TO MAKE ALL ADVERTISING MORE CREDIBLE

From the very nature of the circumstances the Vigilance Committee work cannot be carried on in the limelight and for that reason some advertising men may have come to believe that little or nothing is being accomplished. Nothing could be farther from the facts or more unjust to the men who make up the committees. It is of course impossible to give a detailed report of progress because of the necessary rule of secrecy, imposed because of the danger of doing injury to some entirely reputable concern by the report that it was under investigation. The following general account of the activities of the Vigilance Committee of the Advertising Men's League, New York, may fairly be taken as a measure of what is really happening, and an indication of what may be expected from the Vigilance Committee movement.

The New York Committee holds regular fortnightly meetings. Since its formation, a little more than a year ago, it has investigated 92 cases. Of these 14 have been dropped for lack of evidence, 30 have been referred to the National Committee for further investigation and action by other clubs, 6 are in the hands of the legal section with power to act (in one case at least this action has gone as far as the District Attorney's office), 8 are to be bulletined to publishers and others interested, 12 objectionable features of advertising have been corrected voluntarily by the offending advertisers at the Committee's suggestion, and 22 are still under consideration. The Committee has 32 new cases on hand for investigation.

Without giving names, it is possible to describe some of the cases as follows:

Case 9. A polished rice was advertised as "Unpolished Natural Rice." The committee's attention to the case led to the Department of Agriculture compelling the manufacturer to withdraw the products thus fraudulently labeled and distributed and to put on new labels conforming to the facts.

Case 22. A retailer who made misleading comparative values, "because his competitors did," promised to be truthful in the future and to help the committee in similar cases.

Case 28. A catalogue house selling dress fabrics, upon being acquainted with a complaint filed with the committee, voluntarily investigated the purity of certain classes of fabrics and finding some ground for the complaint, although the adulteration was slight and far below that regarded as commercially permissible, withdrew all statements to which the committee objected.

Case 40. A flour manufacturer eliminated from his advertising statements which the committee contended were misleading.

Case 43. A peculiar soda fountain drink was advertised in a misleading manner. As a result of the committee's efforts the misleading statements were eliminated.

Case 47. A retail jeweler was induced to greatly modify his copy upon representations from the committee.

MONTGOMERY WARD & CO.'S NEW YORK BRANCH

Montgomery, Ward & Co., of Chicago, will establish a branch in New York City at a cost of \$5,000,000, employing not less than 1,000 persons, according to a dispatch to the *New York Times*. Formal announcement to this effect was made in Chicago January 16. It was further stated that following the opening of the New York house the company plans to start a similar branch on the Pacific Coast. The ultimate cost in the development probably will reach \$15,000,000.

According to Arthur Lynn, sales manager, the New York branch will be ready for business by September 1.

"The exact site for the building has not yet been chosen, but several already are under consideration," Mr. Lynn said.

BAILEY, OF UTICA "OBSERVER" DEAD

E. Prentiss Bailey, for many years editor of the *Utica (N. Y.) Observer*, died January 17, aged 78 years.

Mr. Bailey last month completed 59 years of service with his paper. He was a leading Democrat, a great friend of former President Cleveland, and twice named postmaster of Utica.

J. H. Dyer has resigned as advertising manager of the Dennison Mfg. Co., Boston. It is probable that no successor will be appointed.

W. A. Fuchs, advertising manager of the Beaver Co., Buffalo, has resigned, to take effect February 1.

KEEPING LISTS "ALIVE"

In a recent published letter in PRINTERS' INK, E. J. Barcalo, president of the Barcalo Manufacturing Company, Buffalo, N. Y., complained of the senseless waste of advertising literature. His mail had been so full of solicitations for goods in which he could not possibly be interested that in desperation he protested through PRINTERS' INK.

PRINTERS' INK asked Mr. Barcalo as a manufacturer of beds, how he keeps his list free from undesirable names. He writes:

"We have stencils representing our customers, or the salesmen of some of our customers who receive *Getting Together*. Our salesmen furnish us with the names of the individual salesmen and their home addresses, and they are responsible for the correctness of this list, and twice a year they are expected to correct this list by a personal examination of the stencils. These stencils are kept in files separate from the list of dealer stencils.

"Now, to keep this list of dealer stencils as nearly correct as possible there must be co-operation between the salesmen, the sales and advertising departments and the credit division, and with us there is. Hardly a day goes by that the credit division does not send a note to the advertising manager that John Smith has failed or is in bankruptcy, or is, from a credit standpoint, an undesirable customer, and the stencil is destroyed. I believe that the work of the credit division is what keeps the list of customers and prospective customers free of most of the dead wood. It is assumed that one has the use of more than one commercial agency, and that it is advisable to keep a list of customers with the commercial agencies for the purpose of sending information to us voluntarily concerning any customer.

"There must be some waste, and I presume the greatest portion of it is in connection with our house-organ going to prospective customers whom our salesmen do not reach and who are not listed gen-

erally with the commercial agencies as our customers are listed, but the list of names is very small.

"In addition to all this the list is gone over formally about twice a year by those in the sales department, who might detect a name that should not be on the list."

CYRUS CURTIS TO CONTINUE SUNDAY PAPER

Cyrus H. K. Curtis, who recently acquired the Philadelphia *Public Ledger*, replied as follows to a petition of Methodist preachers, asking him to discontinue the Sunday edition:

"I thank you for your interest in the *Public Ledger*, and I appreciate and sympathize in your point of view. Had the *Public Ledger* no Sunday issue already established, I probably would not consider starting it.

"However, it gives a service to the readers that they would not now relinquish. It is not a question of profit with me, but of service, and it is my intention to render a service that will benefit, not harm, any class of people. Of course, you know the work is all done on Saturday and Saturday night, and distributed in the early morning hours.

"The habit of reading the Sunday newspaper we cannot control, but we can control, so far as the *Public Ledger* is concerned, the kind of paper the public should read, and I trust no *Public Ledger* reader will ever have occasion to object to anything found in its columns on Sunday, or any other day of the week."

LEWIS AND CASSON TO SPEAK

The Advertising Forum, in the auditorium of the West Side Y. M. C. A., New York, opens Monday evening, January 27th. The speakers will be E. St. Elmo Lewis, on "The New Dispensation in Advertising," and Herbert N. Casson, on "Advertising Measured by Efficiency Standards." The meeting is free, and will be preceded by an informal mix at 7:30 in the reception rooms of the association. The Forum continues for fifteen Monday evenings, and the program includes thirty speakers with discussions. The Forum is under the direction of Waldo P. Warren, with an advisory board composed of the heads of the leading advertising organizations of the city.

PART OF STOCK OF "HARDWARE REPORTER" SOLD

Saunders Norvell, of St. Loui's, has sold part interest in the *Hardware Reporter*, a monthly trade paper, to the United Publishers' Corporation.

The United Publishers' Corporation was incorporated in Delaware in 1911 to publish technical magazines and journals. It controls the entire capital stock of the David Williams Company, the Root Securities Company and the Class Journal Company.

PRINTERS' INK'S SUMMARY OF ADVERTISING

GENERAL—	JAN.	FEB.	MAR.	APR.	MAY	JUNE
Cosmopolitan	30,679	39,162	36,573	44,155	50,188	44,000
Sunset	33,194	35,112	37,876	37,408	34,720	32,410
Review of Reviews.....	24,416	28,448	29,568	30,240	30,016	27,000
Everybody's	17,307	27,343	27,734	32,542	28,048	28,000
McClure's	16,482	21,875	27,682	30,295	28,314	22,000
World's Work.....	19,565	22,932	24,038	24,528	25,669	20,000
Scribner's	15,344	15,064	18,662	16,856	20,160	16,000
Munsey's	15,624	18,760	21,161	20,923	21,588	17,000
American	11,788	18,283	17,602	21,112	19,209	15,000
Harper's Monthly.....	13,481	15,456	15,092	15,155	14,336	16,000
Century	12,768	14,112	15,680	17,472	17,920	16,000
Hearst's	5,951	5,370	8,040	9,872	11,088	11,000
Uncle Remus's.....	9,292	13,902	15,602	15,104	14,583	12,000
Current Opinion.....	11,354	12,096	12,740	13,664	11,816	10,000
Red Book.....	8,512	12,544	12,544	13,440	11,536	11,000
Popular	7,896	9,548	11,824	10,920	10,248	11,000
Atlantic	5,712	6,944	11,123	7,504	7,784	6,000
Home Life.....	7,515	10,675	11,550	13,500	8,597	7,000
Lippincott's	8,512	9,184	9,184	8,736	9,632	9,000
Argosy	7,147	8,512	11,200	10,024	9,996	6,000
Ainslee's	5,768	8,288	10,080	8,584	8,960	8,000
American Boy.....	6,357	6,242	6,702	6,812	10,141	7,000
Metropolitan	7,725	7,036	7,710	7,339	7,354	6,000
Wide World.....	6,048	6,552	5,768	5,656	6,328	5,000
Boys' Magazine.....	5,490	5,689	6,640	5,588	6,133	6,000
Strand	5,936	5,712	5,208	5,320	5,992	5,000
All Story.....	4,932	6,720	6,720	6,188	5,824	4,000
St. Nicholas.....	4,704	4,256	5,320	5,600	5,152	4,000
Smart Set.....	6,328	6,104	5,152	6,044	5,376	4,000
Blue Book.....	4,480	5,376	6,272	5,376	4,480	4,000
Smith's	3,248	3,696	4,704	5,376	4,424	4,000
	343,555	410,993	445,751	461,333	455,612	407,000

WOMEN'S—

Vogue	45,028	48,771	64,698	78,210	69,344	59,000
Ladies' Home Journal.....	14,037	30,581	31,799	36,395	30,406	27,000
Woman's Home Companion.....	13,362	26,009	33,600	29,600	31,249	22,000
Good Housekeeping.....	14,294	22,176	26,243	30,016	29,418	24,000
Delineator	10,651	19,966	27,722	26,295	25,823	18,000
Woman's Magazine.....	9,456	18,135	24,907	23,031	22,677	16,000
Designer	9,447	18,161	25,021	23,051	22,601	16,000
Pictorial Review.....	8,000	19,075	19,725	18,600	18,350	15,000
Modern Priscilla.....	8,141	16,043	19,103	15,932	14,556	13,000
Ladies' World.....	7,856	14,110	16,600	14,600	15,800	11,000
McCall's	6,298	12,998	17,286	17,956	14,950	10,000
Mother's Magazine.....	7,639	11,937	15,815	13,039	11,840	8,000
Housekeeper	7,452	12,870	14,812	12,373	12,318	9,000
People's Home Journal.....	6,553	11,586	14,100	10,941	9,382	6,000
Woman's World.....	6,278	11,991	12,541	11,097	10,853	9,000
Housewife	5,440	10,021	8,786	10,216	8,300	8,000
To-Day's Magazine.....	10,143	8,217	11,113	7,899	5,955	3,000
Harper's Bazar.....	3,810	4,957	6,550	6,936	5,431	4,000
	193,885	317,604	390,424	386,187	359,253	288,000

(Continued on page 114 and

CARRIED BY THE MAGAZINES DURING 1912

	JUN	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	1912	1911	1910
8	44,355	40,021	31,390	33,214	44,261	47,432	48,405	484,686	364,689	352,664
0	32,244	34,416	23,912	30,912	30,968	27,888	29,400	378,454	309,914	266,824
6	27,240	30,384	16,632	21,740	26,234	32,648	32,480	320,640	351,782	333,633
8	28,240	30,501	19,432	22,176	26,488	28,065	24,371	302,076	376,386	395,387
4	23,245	35,456	14,952	19,614	24,528	23,184	21,224	267,193	316,630	335,344
9	20,244	34,440	14,154	17,024	24,846	25,424	24,656	261,689	265,177	284,105
0	16,244	34,784	13,538	13,017	19,719	18,506	23,296	205,795	242,678	323,833
8	17,244	34,672	11,592	13,326	17,864	15,652	14,844	203,590	272,395	296,868
9	15,240	30,590	8,670	10,591	14,896	18,229	28,092	194,265	245,516	300,785
6	16,244	36,688	13,496	11,760	12,544	16,648	20,386	181,726	213,976	237,982
0	16,244	37,872	10,089	11,236	14,146	15,008	19,096	175,863	199,390	223,894
8	11,244	36,605	8,582	15,867	19,564	19,389	21,757	145,271	81,289	99,690
3	12,244	36,673	6,095	9,857	12,805	13,320	9,156	141,244	124,497	139,446
6	10,244	36,648	4,536	8,412	12,208	16,352	13,664	132,914	170,734	140,503
36	11,244	37,280	7,728	8,736	12,549	9,408	9,184	125,109	133,056	145,600
48	11,244	37,280	7,956	8,512	9,644	10,192	10,640	115,776
84	6,244	42,556	6,944	5,614	10,416	12,936	14,028	99,869	103,694	106,802
97	7,244	6,140	9,803	9,505	8,125	6,435	98,763	102,834	104,322
32	9,244	6,720	6,272	6,496	6,720	8,064	8,064	96,768	71,737	70,770
96	6,244	5,712	4,564	6,720	8,491	7,619	7,238	93,943	121,729	140,208
60	8,244	6,060	7,094	6,272	6,748	7,368	6,944	90,230	96,434	98,494
41	7,244	6,552	5,669	5,001	5,240	7,293	9,777	83,686	91,206	74,885
54	6,244	5,160	4,250	4,164	5,955	6,460	6,776	76,559	75,865	66,855
328	5,244	4,984	5,432	6,776	7,224	8,796	7,112	75,884	63,112	65,840
133	6,244	4,448	3,960	5,220	4,590	5,697	5,914	65,813	59,836	33,526
992	5,244	5,096	4,984	3,864	5,096	5,432	5,656	63,616	61,819	64,106
352	4,244	3,584	3,549	4,676	4,928	4,928	4,816	61,289	78,901	85,506
376	4,244	3,752	3,976	3,584	4,032	6,160	8,512	59,528	52,988	46,224
480	4,244	4,032	3,136	2,604	4,256	4,592	5,124	56,780
424	4,244	3,360	3,584	3,360	4,032	4,704	4,256	54,264	58,912	62,272
612	4,244	4,144	3,808	3,248	3,364	3,742	4,480	48,714	53,117	60,566
407	3,770	286,116	333,396	413,861	439,219	455,783	4,761,997	4,760,293	4,956,934	
344	58,244	3,091	32,463	65,192	84,016	87,212	83,903	747,765	694,661	566,504
406	27,244	6,349	16,013	30,800	41,117	38,340	31,212	344,140	353,215	387,457
249	28,244	5,204	12,932	22,538	33,920	29,050	24,539	294,873	316,740	312,915
418	24,244	7,794	13,997	20,730	34,272	27,720	28,448	286,125	284,583	284,615
823	18,244	4,457	10,522	18,264	30,930	25,420	21,056	249,004	250,728	255,492
677	16,244	3,325	9,829	16,687	27,419	22,510	17,247	220,677	223,596	223,366
601	16,244	3,157	9,801	16,657	27,444	22,592	17,227	220,385	225,058	223,899
350	15,244	6,000	7,600	15,600	22,200	22,400	13,200	188,750	183,368	169,223
556	13,244	6,790	7,230	12,180	19,505	19,102	14,691	171,217	195,171	183,358
800	11,244	4,400	8,000	12,831	19,000	18,000	12,600	160,730	171,763	171,809
950	10,244	3,968	5,896	11,786	18,480	16,879	11,702	151,053	157,419	150,977
840	8,244	3,948	6,696	11,743	14,432	13,635	10,984	134,703	133,690	127,605
382	6,244	3,820	6,850	7,468	11,253	10,230	8,336	120,690	145,893	155,946
853	6,244	3,842	5,205	9,333	14,209	11,600	8,740	113,941	144,320	158,919
300	5,244	3,665	5,712	11,942	11,539	9,100	5,803	112,821	134,621	122,841
5,955	4,244	3,500	5,400	6,500	12,369	11,300	9,800	103,072	95,224	73,614
5,431	4,244	3,451	2,473	7,188	5,315	8,628	5,143	77,838	89,675	80,418
		3,301	3,310	3,688	6,470	5,550	7,337	61,133	85,919	129,716
9,253	283,072	169,929	302,042	433,890	399,268	331,968	3,758,917	3,885,244	3,778,674	

(Continued on 114 and 115.)

PRINTERS' INK'S SUMMARY OF ADVERTISING

(Continued from page 113)

GENERAL AND CLASS—	JAN.	FEB.	MAR.	APR.	MAY	JUN
Motor	130,536	99,036	76,230	79,380	81,144	77,703
Motor Boating.....	29,988	36,162	55,818	47,754	46,620	41,230
Country Life in America.....	32,655	50,604	54,109	67,174	44,702	37,454
System	30,808	31,836	48,258	31,052	35,672	38,105
Architectural Record.....	26,656	26,096	29,568	40,320	27,328	26,352
Popular Mechanics.....	20,944	27,104	29,344	26,432	26,544	23,733
Outing	11,368	8,708	12,292	15,540	18,732	17,268
Suburban Life.....	10,710	18,445	23,970	21,590	21,478	14,737
House Beautiful.....	8,229	14,058	21,091	20,487	18,082	13,924
House & Garden.....	11,000	12,400	20,880	19,324	15,644	13,410
Popular Electricity.....	12,068	12,096	12,880	13,063	13,888	12,907
Field & Stream.....	9,240	6,608	10,640	13,832	15,526	15,816
Garden	9,002	15,029	18,865	17,266	11,060	8,767
International Studio.....	10,080	11,340	9,800	8,280	11,270	8,300
Theatre	7,840	8,232	11,393	10,783	9,638	8,634
Craftsman	6,496	7,798	8,712	8,134	9,800	8,694
Outer's Book.....	6,944	6,272	8,064	10,304	11,592	12,632
Physical Culture.....	7,616	8,735	8,848	8,960	9,184	8,604
Technical World.....	7,392	8,512	9,632	8,400	8,288	7,604
Outdoor Life.....	6,440	5,936	7,392	7,840	8,624	9,728
Illus. Outdoor Wld. & Recreation	6,124	6,744	7,235	8,377	9,805	10,730
American Homes and Gardens....	6,527	7,960	10,958	11,456	10,796	8,554
Travel	7,750	5,040	6,440	8,232	11,940	7,536
Arts & Decoration.....	4,760	8,960	5,250	7,140	5,600	5,480
Extension Magazine.....	3,840	4,640	4,480	6,720	4,480	5,480
	424,013	448,851	512,149	517,840	487,437	436,543

WEEKLIES—

Saturday Evening Post.....	71,655	79,480	132,697	116,636	106,968	95,515
Town & Country.....	39,320	43,848	74,966	88,204	74,156	59,897
Collier's	60,991	42,814	71,156	57,820	56,984	50,960
Literary Digest.....	41,964	48,608	55,680	55,067	48,711	41,764
Outlook	31,020	35,750	43,738	41,568	39,172	35,450
Life	36,903	29,301	35,063	39,968	41,219	28,783
Leslie's Weekly.....	24,828	30,676	28,212	26,942	26,178	21,622
Independent	18,144	23,072	19,208	24,920	18,480	15,044
Scientific American.....	27,063	20,057	22,691	21,990	23,442	19,201
Christian Herald.....	20,295	21,552	28,352	24,436	20,615	15,245
Associated Sunday Magazines....	16,630	16,630	21,330	22,240	18,390	16,010
Harper's Weekly.....	18,983	11,024	20,175	24,246	23,648	21,890
Forest & Stream.....	14,688	11,822	17,858	15,124	15,545	10,604
Churchman	11,963	13,612	15,395	16,237	13,408	11,258
Youth's Companion.....	12,046	16,505	14,088	15,716	14,620	11,784
Illustrated Sunday Magazine.....	9,525	11,745	12,565	11,860	11,760	11,110
Semi-Monthly Magazine Section..	11,280	10,395	10,487	11,748	9,234	10,889
Judge	6,718	7,119	8,402	7,319	8,538	11,260
	474,016	474,010	632,063	622,041	571,068	503,006

Grand Totals.....1,425,469 1,650,958 1,980,387 1,987,401 1,873,370 1,657,391

ARTISANARRIED BY THE MAGAZINES DURING 1912

continued from 112 and 113.)

	JUN.	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	1912	1911	1910
144	77,004	65,016	68,712	75,600	72,576	67,536	963,312	963,928	839,901	
620	41,330	30,492	30,324	27,843	32,182	57,456	474,901	403,744	307,534	
702	37,055	20,921	29,428	43,894	27,285	34,144	468,422	479,843	457,485	
672	28,010	16,828	59,024	31,982	33,932	31,584	404,480	366,248	378,114	
328	26,020	23,744	24,416	26,768	24,976	28,560	328,832	312,032	284,256	
544	23,038	17,752	23,856	26,208	29,234	26,068	297,614	245,728	297,388	
732	17,868	9,864	19,631	15,976	14,112	15,596	172,311	159,689	156,437	
478	14,037	7,310	13,000	14,280	10,965	11,305	177,523	185,147	190,753	
082	13,024	6,787	11,909	14,172	13,720	10,728	162,418	145,461	120,064	
644	13,010	6,770	10,535	12,550	10,034	9,660	151,337	
888	12,037	10,780	10,150	11,424	13,944	14,056	148,236	139,116	148,128	
526	15,018	10,892	11,984	11,648	11,662	10,703	140,175	144,598	146,292	
060	8,067	5,218	9,785	10,204	6,230	5,546	123,568	132,748	141,793	
270	8,030	5,600	8,540	11,064	10,920	13,230	114,754	136,919	185,441	
638	8,025	5,062	8,400	9,456	10,860	13,204	109,170	109,404	118,013	
800	8,004	5,712	9,642	12,544	11,648	11,872	106,460	98,926	100,050	
592	12,032	8,736	8,960	7,840	7,952	6,412	105,028	97,664	80,070	
184	8,004	5,600	6,272	8,064	11,424	9,166	97,979	90,194	78,730	
288	7,008	6,048	7,184	9,632	9,650	8,752	96,706	
624	9,038	8,288	8,120	8,736	8,176	8,232	95,816	93,352	95,526	
805	10,031	9,072	7,396	8,376	8,036	7,018	95,741	101,266	106,154	
796	8,055	3,624	5,106	7,355	6,657	5,474	90,048	81,987	77,119	
940	7,053	5,180	4,900	5,460	8,370	8,930	85,284	
600	5,048	3,240	4,760	6,300	6,020	7,732	69,842	75,880	
480	5,000	4,960	5,120	5,760	4,964	6,080	61,284	56,640	58,240	
7,437	436,654	303,496	407,154	423,136	405,529	429,044	5,141,241	4,620,514	4,367,488	
6,968	96,705	79,900	113,355	120,765	121,758	71,867	1,177,329	1,145,159	1,090,858	
4,156	59,087	34,500	40,307	49,910	68,642	57,093	661,315	630,366	480,504	
6,984	50,090	41,354	56,045	50,280	70,314	41,440	634,898	621,719	608,807	
8,711	41,076	31,263	37,820	53,527	67,558	41,419	553,911	507,102	485,089	
9,172	35,031	26,430	29,848	36,192	42,604	24,192	410,752	451,814	446,745	
1,219	28,053	25,562	28,289	37,400	29,858	36,620	390,135	345,110	333,968	
6,178	31,022	14,549	20,960	25,148	17,726	17,666	270,715	275,456	252,853	
8,480	35,004	14,560	14,896	18,203	25,147	34,216	261,282	288,632	291,168	
3,442	19,001	15,480	16,033	21,515	24,854	22,467	246,958	188,049	125,195	
0,615	15,045	8,369	22,180	25,422	27,595	13,668	240,997	232,432	237,879	
8,390	16,010	8,824	16,524	18,856	17,085	12,960	196,113	215,171	191,904	
3,648	21,090	11,328	11,935	11,718	13,615	19,211	193,811	209,430	175,284	
5,545	20,004	14,949	14,343	16,003	20,791	14,918	191,668	174,977	216,419	
3,408	17,028	15,383	11,784	12,070	18,223	14,341	170,814	205,181	228,099	
14,620	12,038	8,567	11,652	16,584	13,809	11,477	154,794	137,013	122,088	
11,760	11,011	7,510	12,292	13,690	9,505	10,380	130,572	155,397	139,070	
9,234	8,088	8,301	11,534	10,894	8,540	7,186	118,051	107,160	
8,538	10,060	10,807	8,122	10,329	10,792	12,660	112,530	90,374	88,839	
71,068	585,006	377,636	477,919	548,506	605,096	463,781	6,116,645	5,980,542	5,509,769	
73,370	1,657,831	1,137,177	1,520,511	1,819,393	1,849,112	1,680,576	19,778,800	19,246,593	18,612,865	

KELLOGG PUTTING IT UP TO THE JOBBER

THE GOVERNMENT'S SUIT PRESENTS
THE OPPORTUNITY TO FIND OUT
WHERE THE WHOLESALE TRADE
REALLY STANDS ON PRICE MAINTENANCE.

The jobber has been represented so often as the enemy of the one-price system and as the advocate of the private brand and the free deal, that there is more than ordinary significance in the letter which has been sent by the Kellogg Toasted Corn Flake Company to all jobbers handling its goods. The letter is a pretty clear and comprehensive statement of the whole price-maintenance proposition from the company's standpoint, and winds up with the definite inquiry as to whether the wholesale trade would advise the Kellogg Company to enter a defense to the suit recently instituted by the United States Government, or let the case go by default and the price-maintenance system with it.

After a recital of the various accusations brought by the Government and the line of defense which could be followed with respect to each of them, the letter continues.

We are not at all decided as to just what action we should take. For the past several years we have spent a great deal of time and money in pioneer work, establishing the square deal plan of selling goods. We have done it largely in our own protection, of course, recognizing the necessity of building up a firm and stable market for our merchandise. In this we have been successful. We have one of the fastest moving of grocery specialties. It pays a fair and consistent profit to every factor in the trade and is not a target for price-cutters.

We are naturally proud of the name which Kellogg's Toasted Corn Flakes has achieved. But in accomplishing this we have been involved in a great deal of expense and have made enemies as well as friends, and we are inclined to believe that the immediate profits of the business might have been larger had we been less square-toed and followed more closely the line of least resistance.

There has been some glory in the fight, of course, but there have been many bumps as well, and we have been constantly confronted with the knowledge that while a large proportion of the trade applauded our exfoliants, the other fellow who wasn't doing anything in

the line of "exploiting" was getting his share of the business all the time, a pretty liberal support from the trade and probably a larger profit on his volume of business than we were. This has been none too comforting, as you can imagine. By this we do not mean that we regret in the least the course we have taken; the question now is *how much longer are we going to keep it up?*

"Here we are confronted with a Government suit," says the letter. "If we fight it means a big expense; if we lose, we will be no worse off than if we hadn't fought at all—than if we yielded gracefully without contest. If we win, we will get a lot of glory, but will we sell any more corn flakes?"

In short, the company wants to know whether it has the jobbers' support, or whether the latter are to be regarded as hovering around the battlefield waiting to take care of the remains. The letter puts the issue pretty squarely in the closing paragraph:

It has been stated that if we fail to carry this issue to the Supreme Court of the United States no one else will. We cannot say as to that, but if anyone else wants the glory he is welcome to the task. Failure to contest the case would probably mean a breaking down of the whole protected price system and an attendant epidemic of ruinous competition, and of direct sales to mail-order houses, chain and department stores. It is for you to decide in your own mind what this would mean to your business and to the trade at large, and whether in the last analysis any benefit could accrue to the consumer.

On the other hand, if we decide to contest this case, naturally we will have to bear the brunt of it ourselves. The jobbers of the country can be of infinite assistance to us, however, not only by rendering us loyal support in the sale and distribution of our goods, but by doing what they can through their salesmen to counteract the detrimental effect which the publicity given the suit by the Attorney-General's office may have upon the retailer and consumer. Your salesmen are, as a rule, pretty well familiar with our principles and policies. If they are friendly to us, with a little coaching on your part they can do a lot of valuable missionary work with the retailer.

It may be asking a little too much, but if you feel like sending out a letter to your salesmen on this subject we would appreciate it greatly. If you send out such a letter we would be very glad to have you send us a copy of it with your reply.

The text of a suggested letter to salesmen is attached, in subscribing to which the jobber will place himself on record as in favor of the maintained price.

Substitution Decreases as Distribution Increases

Suppose somebody asked for your competitor's brand and the dealer substituted yours, would you knock the dealer or compliment him?

The wise manufacturer sees to his distribution first so he can profit by any demand he may create later.

If your goods are in the stores there is no necessity for substituting.

If your goods are not in the stores it is an admission that consumers cannot get your goods as readily as they can secure competitive brands.

How did the other fellow get in?

If you make or sell anything for dry goods, general or departmentized stores, we can help you distribute your goods nationally or help strengthen distribution in the weak spots.

And we know how to move the goods out after they are in.

Call us in to study your distribution problem.

Dry Goods Economist

231 West 39th Street

:-

New York

**ELECTRICAL
WORLD**

For 38 years the leading electrical journal, it circulates 20 000 copies among the men of thought and action in every department of the industry.

**ELECTRIC RAIL-
WAY JOURNAL**

Established in 1884, no other publication so thoroughly, completely and exclusively represents the field it serves. Circulation, 8,000 copies.

**ENGINEERING
RECORD**

Devoted to civil engineering and contracting, and covering this broad field with unequalled thoroughness and authority. 18,500 circulation.

**METALLURGICAL
AND CHEMICAL
ENGINEERING**

Reaches the operating officials of chemical and industrial works, iron and steel plants, ore dressing mills, refineries and smelters. Monthly, 5,700 circulation.

Gains Made by McGraw Papers in 1912 —What These Gains Mean to Advertisers

No shop increases its customers by the hundred unless that shop is giving better values than some other shop.

No commodity enjoys a constantly increasing sale unless it has merit—more merit than some other product of the same kind.

And by the same token, no publication can show big increases in the amount of advertising it carries unless it is giving advertisers more for their money than they

These are the reasons why the gains made by the McGraw papers in 1912 are proof of their value to advertisers.

And by the same token, no publication can show big increases in the amount of advertising it carries unless it is giving advertisers more for their money than they give. These are the reasons why the gains made by the McGraw papers in 1912 are proof of their value to advertisers.

The *Engineering Record* in 1912 published 5396 pages of paid advertising—an increase of 570 pages over 1911.

The *Electric Railway Journal* in 1912 carried 4789 pages of paid advertising—an increase of 505 pages over the preceding year.

The *Electrical World* published 5133 pages of paid advertising in the past twelve months—233 pages more than the total for 1911.

Metallurgical and Chemical Engineering (monthly) published 1,059 pages of paid advertising in 1912—299 pages more than the total for 1911. An average increase of 25 pages an issue.

We don't print these figures just to make a noise. We present them, for the consideration of the thoughtful, as data showing that McGraw papers *must be* continually and increasingly useful and resultful.

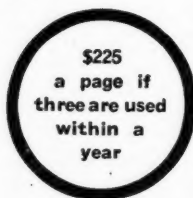
McGRAW PUBLISHING COMPANY

239 West 39th Street
New York

H A R P E R ' S

Growth—

The net cash paid subscription list of HARPER'S MAGAZINE as of December 1, 1912, is 15% in excess of the net cash paid subscription list as of December 1, 1911, and during 1911 the cash receipts from subscribers were the largest in the history of the Magazine.



Quality— Influence

If you write a letter to any 500 persons representative, in your own opinion, of desirable customers and ask what magazines they read regularly, and which one they consider the best published, the replies will, we believe, convince you as to the influence of HARPER'S MAGAZINE and the quality as well as the quantity of its circulation.

M A G A Z I N E

Harper & Brothers, Franklin Sq., N. Y.

Necessity of Fixed Prices in National Selling

Significant Facts About the Development of Many Successful Enterprises

The provisions of the Oldfield Bill, now pending at Washington, would, if passed by Congress, outlaw the fixing of prices by a manufacturer. The selling systems of many famous concerns would be thrown into confusion. Alive to the menace, manufacturers are arousing sentiment to prevent the bill becoming law.

Earnest though the protests are, there seems to be a lack of sufficient information in some quarters regarding the vital bearing of price maintenance upon modern merchandising. Even some newspapers, usually careful and competent, have confused the issue.

Mr. Kaempffert's admirable review of court decisions on price-maintenance and informing presentation of facts showing how far in the commercial soil the roots of price-maintenance go will be welcomed as a much needed document.

He clearly shows that the plan of selling threatened by the Oldfield Bill is of the warp and woof of prosperity.

By Waldemar Kaempffert

Managing Editor of the *Scientific American*.

Fixed prices have made wide distribution possible. The country dealer who handles fixed-price brooms stands in exactly the same position as the Broadway department store that sells the same brooms. There is no incentive to buy in large cities in preference to small towns. To give the public all the benefits that accrue from a fixed price the manufacturer often pays all transportation charges. Thus the dealer in San Francisco is enabled to sell at the same price as the dealer in Boston.

The members of the Oldfield Committee, to whom was referred the proposed law which forbids manufacturers from fixing the price at which a patented article is to be sold, could not understand why a patented article differs from one that is not patented, and why price fixation should not be prohibited on patented razors and talking machines if it is possible to sell unpatented sugar, potatoes and clothes.

Those who testified before the committee tried to show that if flour, apples and other staples become identified with a producer's name, they, too, should enjoy the benefits of price fixation. The committee could not believe

that the reputation of a manufacturer of patented wares and the quality of his product had to be protected. A Gillette safety razor, a Big Ben clock, a Victor talking machine is the same in quality the world over, and much advertising has familiarized the world with that quality. The manufacturer, not the retailer, guarantees the quality; the public believes the advertised guarantee and pays the advertised price. No one guarantees the quality of green groceries, of bread or common soap. But every reputable advertiser stands by his guarantee, expressed or implied. He spends a prince's ransom annually to drive that guarantee home to millions of possible customers. The price-cutter, who has contributed nothing to the advertising campaign, simply trades on the good name of the advertiser.

No better example of the manner in which patents are used for the benefit of the community and for the creation of a new business can be found than that of the rise of the Western Clock Company and the development of the Big Ben alarm clock. In 1902 the company employed only 275 hands and manufactured 1,870 clocks a day, which were sold without any attempt to maintain the price. The Big Ben clock was invented

in 1908 and introduced in 1910 with price restrictions. To-day the company makes 8,500 clocks a day and employs 1,055 hands. It has placed the making and selling of alarm clocks on a new plane. A clock was deliberately created which would ring and stop at ten-second intervals and which would excel any alarm clock ever made at a low price. The significant, admirable trade-mark "Big Ben" was applied to the timepiece—the first time that a humble household alarm clock had been given a name. Then began a campaign of advertising as well conceived as the clock and its name. The first advertisement appeared on September 4, 1910, in the *Saturday Evening Post*. The effect was instantaneous. By the middle of the following February 1,500 clocks a day were being sold.

Shortly after the introduction of the Big Ben alarm clock the Western Clock Company learned something of the effect of price-cutting. On Sunday, February 13, 1911, "The Fair," of Chicago, advertised the \$2.50 Big Ben clock for \$1.79—advertised it, moreover, in a way that led every reader to believe that the Western Clock Company sanctioned the reduction. Letters of protest—some of them highly offensive—flowed in for a week from small dealers who were selling the clocks at a fixed price. A preliminary injunction, granted by a United States Circuit Court, ended the price-cutting. From the evidence submitted to the court it appeared that the clocks had been bought here and there from jewelers and that probably the full retail price had been paid for them. It also appeared that after the Big Ben clocks had all been sold in a few hours, "The Fair" sold many alarm clocks of another manufacture, on which a substantial profit could be made, to the customers who had been enticed into the store and who could not obtain the Big Bens they asked for.

FIXED PRICES ARE THE VERY LIFE OF MANY MANUFACTURERS

That price-fixing is a matter of self-preservation as well as a mat-

ter of protecting the public is abundantly demonstrated by the instructive experience of many manufacturers. Everyone knows that the Gillette safety razor is sold for the fixed price of \$5. In Australia the Gillette Company has made no attempt to enforce the price. As a result the Australian market is demoralized. Only about one-fourth as many razors are sold in Australia as in Canada, although the respective populations are about equal in number, in character and in purchasing power. A rival of the Gillette Company transacts a far greater volume of business on a fixed price of \$5 for each razor.

The experience of the Columbia Phonograph Company, on a very much smaller scale, is equally interesting. A shopkeeper of Frederick, Md., who had bought \$2,000 worth of Columbia machines, found his sales diminishing because a dealer in the same town was offering the same machines at less than the fixed price. The shopkeeper in question promptly notified the Columbia Phonograph Company that not only would he cease to sell Columbia machines, but also that he would bring a suit for damages because he had not been protected! Not until the price-cutter's source of supply had been discovered and suit for patent infringement threatened was peace restored.

The Dover Manufacturing Company, makers of asbestos sadirons, originally sold its product without price restrictions. After a number of years the company found that some dealers were selling the irons at or below cost and others at a fair profit, and that those who sold at a profit had no difficulty in disposing of their stock, while those who cut the price considered the irons "dead." That was evidence enough of the advisability of adopting a fixed price. Accordingly retailers are now supplied with A-Best-O automatic electrical irons in lots of less than one dozen at \$78 per dozen, less twenty-seven and a half per cent, and in lots of one dozen or more at \$78 per dozen, less thirty per cent, and are compelled

A recent investigation of the automobile owners who are readers of

The International Studio

in four large cities, (including New York City), shows a preponderance of about 60% of their cars to be makes costing from \$4,000 upward. These figures involve 25 different makes, the favorite being represented by 20 cars.

Expensive cars should logically be advertised in an expensive magazine, especially when it is, at the same time, the most beautiful magazine published.

50 cents a copy. \$5 a year.

Automobile and tire advertising will be a prominent feature of our March issue. Forms close February 13th.

\$120 per page. 224 lines, \$64.

120 W. 32nd St , New York

to sell them at \$6.50 each. The following "conditions of sale" must be adhered to:

The quotation carries with it a license under the patents owned by the Dover Manufacturing Company to resell and use the patented A-Best-O electric iron only upon the following express conditions: First, that the above schedule of retail prices shall be maintained by the purchaser and all persons acting by, through or under him; second, that in case any of the said patented A-Best-O electric irons are resold at a less price than that named in the said schedule for such goods, or in case of a violation of any of the foregoing terms and conditions of this sale and license, the said license shall at once cease and determine, and any vendor or user thereafter, together with the person first violating said terms and conditions shall be liable to a suit for injunction and damages to the Dover Manufacturing Company, for infringement of the patents covering the goods so sold, to wit: United States Patent 974252, dated November 1, 1910; United States Patent No. 941352, dated November 23, 1909.

Other Patents pending.

A purchase by you under these terms will be construed as an acceptance of all conditions contained in this quotation. THE DOVER MANUFACTURING COMPANY. Charles T. Johnson, President.

This is a fairly typical license restriction, the object of which is to fix and maintain a price. If the agreement is broken the remedy of the manufacturer is not an action at law for breach of contract, but an injunction to restrain the offending retailer from underselling, on the ground that he is a patent infringer. In no other way is it possible to reach the offender effectively. If the article sold at less than the stipulated price is not patented, the manufacturer's chances of protecting the public by invoking the machinery of the courts are very slim.

The manufacturer has the right to sue under the patent laws, because a patentee has the exclusive right to make, sell and use his invention. His dominion over the thing that he has created is absolute. It is for him to state, if he chooses to do so, how his invention shall be made, at what price it shall be sold, and in what manner it shall be used. Any violation of the conditions that he or those who hold under him see fit to impose as to the making, the selling or the using of the invention constitutes an infringement of the patent. That is why underselling of a patented razor, phonograph

or clock is so effectually treated as an infringement of a patent right, and that is why the manufacturers of patented articles are better able to maintain the prices on their products than those whose goods are unpatented.

METHODS OF PROTECTING UNPATENTED ARTICLES

Price-fixing is so necessary that very ingenious attempts are made to maintain the price of goods that cannot be patented. The Colgate Company is said to keep a kind of secret service rather busy in detecting sources from which cut-rate dealers obtain Colgate soaps and perfumes. The Manhattan Shirt Company will sell only to a single dealer in a given territory. After the Supreme Court had decided that its medicines, made by a secret process, could not be sold on the same fixed-price basis as a patented medicine, the Dr. Miles Medical Company practically made each retailer an agent, consigned the goods to him, and collected the money after they were sold. The manufacturers of Ivory Soap are said to give an extra discount to dealers who maintain a fixed price and to withhold it from those who do not.

Most ingenious of all is the plan adopted by the Kellogg Toasted Corn Flake Company and which has brought it into conflict with George W. Wickersham, Attorney-General for the United States. Toasted flakes were sold to jobbers at the uniform price of \$2.50 per case of 36 packages. From each jobber an agreement was exacted that in selling toasted corn flakes to the retail trade he would charge a named price. That price varied. In some sections it was \$2.75 per case; in others \$2.80 and more. But the jobber's price was uniform in each section. The jobber was further required to assent that if he failed to uphold the price, Battle Creek could refuse to deal with him.

For some time the retailer was required to sell each carton or package at a fixed price by a notice enclosed in each case. If he sold for less he was to pay the

Kellogg Toasted Corn Flake Company liquidated damages in the sum of \$50. No more corn flakes would be supplied until the damages were paid and assurance given that the offense would not be repeated.

In PRINTERS' INK for January 2, 1913, Mr. Kellogg is quoted as saying that no such price-fixing agreement as the Government contends exists. "We are surprised to find ourselves charged with exacting contracts from jobbers in the grocery trade, because we have no contracts with the trade whatever, and will have no trouble in proving it," Mr. Kellogg stated.

Whether or not contracts existed with jobbers and retailers they certainly could not be relied upon to produce the effect desired. Although toasted corn flakes are not patentable, a method was devised to invoke the more effective assistance of the patent laws to maintain the price. On November 16, 1911, John F. Byrne made application to the Patent Office for a patent on a carton, and on March 19, 1912, a patent was duly issued to him, which patent was assigned to the Kellogg Toasted Corn Flake Company. With all due respect to the inventive ability of John F. Byrne, it may be doubted if his carton displays patentable features. On the top of the carton is a flap bearing a notice that a cutting of the price is an infringement of the patent.

If a groceryman wishes to avoid this restriction he has only to open the package, pour out the corn flakes into a paper bag and throw the carton under the counter. But who would buy toasted corn flakes in a paper bag? Clearly the plan ought to be effective. Even if the Government is unsuccessful in its suit against Kellogg, it is not unlikely that some price-cutter with money will engage in patent litigation to test the patentability of the carton. If the court declares the patent void for lack of novelty in the invention, Kellogg will have to try another plan.

(To be continued)

Illustrated Sunday Magazine



The Rover

Illustrated by
F. Vaughan

The first of a new series
by
George Randolph Chester
Author of
Get-Rich-Quick Wallingford etc.

The first of a new series by George Randolph Chester—the author of "Get-Rich-Quick Wallingford" stories, etc.—appearing regularly in current issues of the

The first of a new series by George Randolph Chester—the author of "Get-Rich-Quick Wallingford" stories, etc.—appearing regularly in current issues of the

Illustrated Sunday Magazine

Even though you are not advertising in our Magazine at present—don't neglect to read the George Randolph Chester stories.

Line Block

New York

Chicago

Boston

TENDENCIES IN THE ADVERTISING FIELD

WELL-KNOWN ADVERTISING MEN EXPRESS THEIR ESTIMATE OF THE TREND OF INFLUENCES—A GENERAL FORWARD MOVEMENT AND FEELING OF CONFIDENCE

The following are the comments of prominent advertising managers who have, for PRINTERS' INK, stopped, as the new year arrived, to cast up a general summary of conditions and tendencies in the field:

L. B. JONES, EASTMAN KODAK CO.

The greatest significance of the work that was done in 1912 was the very general move toward the cleaning up of advertising—the elimination of objectional medical and other fake advertising, and the willingness on the part of publishers to give out more information regarding circulations, and even to yield to the demands of advertisers for a reasonable guarantee.

Another trend that I note, and which I believe will become noticeable in 1913, is toward greater co-operation between advertising manufacturer and retailer. They have long misunderstood each other. The retailer has thought the advertiser unreasonable, and the advertiser has thought the retailer lacking in enterprise. I thoroughly believe that there is now more of a tendency for each to try to get a proper view-point and that much good will result. It may be hard for a manufacturer in the East to understand why some small dealer of his in the Far West doesn't show more enterprise in exploiting his (the manufacturer's) goods. Very possibly it is because said small dealer can use his time and energy to better advantage in other directions. The sooner they can come to an understanding the better, and I think that they are all learning to study conditions.

As to business conditions, would say that the photographic business was very large last year. And all that I care to say about our advertising plans for 1913 is that

our advertising appropriation has been increased every year for the last twenty years; 1913 will be no exception.

GEORGE A. WEINMAN, LORD & TAYLOR

I believe that during 1912 a most significant progress has been made in advertising in the co-operative work of the various organizations tending toward a clearing up of the advertising situation and enhancing the value of the advertising space to the advertisers who are making so large an investment.

As far as any special development for the year 1913 is concerned, I cannot discover any except the undeniable benefits that must accrue through the efforts made in 1912.

I am happy to report that business conditions with us during the past year have been most satisfactory. There have been advances all along the line. The orders placed in anticipation of this year's business are far greater in volume than those placed last year, and indications point to a very successful year's business, provided business is let alone to take care of itself.

Regarding our advertising plans, they have not yet been fully developed. We expect to be as liberal in the use of space, and are fully committed to the advertising idea, which we firmly believe will produce more beneficial results than ever.

J. H. FOSTER, INTERNATIONAL CORRESPONDENCE SCHOOLS

While we do not contemplate increasing our appropriation in magazine and newspaper advertising, we have developed and are putting into force plans for increasing the efficiency of our window displays and the straight canvass of our field organization that we think will materially increase the total enrolment.

The present business of the International Correspondence Schools is of greater volume than at any time in its history.

H. S. DUDLEY, ATLAS PORTLAND CEMENT COMPANY

As to what step forward in

ECHOES FROM THE DAY'S WORK

An advertising agency of the best class builds up a valuable fund of business knowledge.

In a small book called "Echoes From the Day's Work," we have brought out some views based on our experience.

The chapter-headings are:

On House Pride.

On Copy.

On Sales Foundation.

On a Recent Trend.

On Manufacturing-Ideas.

On Ideals.

If the topics interest you we shall be glad to mail you a copy. No obligation is attached.

We are not after inquiries for "follow-up" purposes. Having printed the booklet, we simply wish to give it rather general circulation.

Blackman-Ross Company
Advertising Agents

10 East 33d Street

New York

1912 plans, methods or movements in sales and advertising I consider significant, I would answer, *the circulation guarantee*; also a consideration of the possibility of lowering advertising rates during periods of comparative depression, and a more economical analysis of comparative space, as determined by results.

The general tendency toward analysis of facts rather than of theory should promote basically sound growth.

Business conditions are most satisfactory with us and we propose to take advantage of them in coming advertising.

E. T. WELCH, WELCH'S GRAPE JUICE

We expect an increase in the sale of Welch's each year, but as crop conditions were not as favorable last fall, we will not be able to show as large an increase in 1913 as we would like to have made. This, of course, affects our advertising plans for this year. We will do no more advertising than we did in 1912, and have cut down in some lines of advertising.

D. E. AUSTIN, NESTLÉ'S FOOD COMPANY

Our business, as perhaps you realize, is a highly specialized one, so much so that even bad business years have not seemed, at times, to affect it much. For instance, in the last five years, including those bad years that followed the panic of 1907, we have increased our business 500 per cent.

We know that in the three years following 1907 the wholesale druggists with whom we do business made no progress in volume of business, so that if the general business condition influenced our business, then it could not be detected.

Our general forward movement has been consistent right along, and our advertising expenditure has kept pace with the increased volume of our business.

As far as 1913 is concerned, we look for another good increase in this year, and shall spend a proportionately increased amount in advertising.

Business conditions in our line—by that I mean the trade to whom we are selling—are in a very satisfactory condition. Their credit is exceptionally good, and nearly all making money; and the buying clubs and cut-rate houses which were the big thorn in the side of the wholesale druggists a few years ago are gradually being eliminated.

J. W. SPEARE, OF THE PROTECTOGRAPH

The most significant and hopeful tendency that I have noticed during the past year's rapid development of the advertising business is the fast-growing tendency toward consolidation of the sales and advertising departments in a large number of prominent industries. Advertising during 1912 has been more an actual part of the selling than ever before, and this development seems likely to continue to a point far beyond any present conception.

Nineteen hundred and thirteen will see a greater amount of advertising placed with reference to local market conditions than ever before. That is, a greater portion of advertising expenditure will be spent for direct mail advertising and local media than in the past, and the big magazines and national media will have to fight harder for their share of the appropriation.

The Protectograph business is extremely satisfactory at the present time. Our sales are increasing faster than our ability to take care of them, and our advertising department will probably be doubled in size before the end of the year, because the more we increase our business, the more ambitious we become for further increases.

D. E. PARIS, OLD HAMPSHIRE BOND

It seems to me that the most significant movement during 1912 was the one which demanded known circulation values, and the response upon the part of several magazines in guaranteeing circulation.

The tendency that I am inclined to believe, and most ear-

nestly hope, will be a factor of 1913, is toward a desire for definite and accurate information on sales and advertising results, to the end that an appropriation may be so divided that it will call for more nearly the proper amount of magazines or general publicity, direct advertising, advertising through a dealer, etc.

Business conditions are very satisfactory with us, and unless they materially change, our advertising plans, which will be made up a little later, will probably be more comprehensive than in the past.

JOHN E. FITZGIBBON, PHOENIX KNITTING WORKS

There is nothing startling in our plans for the coming year, the most significant thing being that we are going out for more small-town business. Conditions in our line are exceptionally satisfactory, the past year having been the best in our experience. I think the coming year will be equally as good, unless Congress gets to tinkering too much with the hosiery tariff.

Our advertising plans do not embrace any greater outlay than formerly.

E. L. SHUEY, LOWE BROTHERS COMPANY (PAINT)

We are inclined to think that the emphasis placed during the last year on honest advertising and the practical methods used to enforce the idea have been probably the most important movements in advertising. The inclination of publishers to meet the requirements of more definite information on circulation, in accord with the particular action of the Association of National Advertising Managers, will, we believe, add materially to the cordial relations of these two great interested factors in successful advertising.

Business conditions are satisfactory to us and we are not only planning for all that has been done in the past, but for larger business and larger advertising in the future.



Grand Army Women

as well as the Grand Army men have only one medium that keeps them in touch with pension news and war reminiscences; namely, the

National Tribune

It has a field peculiarly and uniquely all its own. It is the *official organ* of the Women's Auxiliary of the Grand Army of the Republic.

It is the organ that ties together also the veterans of the Spanish-American War.

It is the undisputed authority on these two events; has and publishes information not available elsewhere.

Have you ever been "at the front" or mixed with "firing line alumni"?

If not you can hardly form an idea of the bullet-ripened, danger-nursed friendships formed there.

They are year-proof and mile-proof—kept alive by the National Tribune.

And if you have ever witnessed the pride of the family in father's or brother's "achievement-at-arms," how the younger generation listens spellbound to the tales of war, you can realize what a hold the National Tribune has on the 140,000 families it reaches, week in and week out.

Let it speak for you to them.

NATIONAL TRIBUNE

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

W. S. PETTIT, STUDEBAKER CORPORATION

The most notable element in 1912 automobile advertising has been a tendency to more exact statement and also a searching for efficiency all along the line. The next year will undoubtedly see some reduction in the size and amount of automobile advertisements and a considerably more careful use of it.

So far as business is concerned, the outlook in this company was never brighter.

My feeling is that automobile advertisers this year will occupy themselves considerably in making one dollar accomplish what two dollars did before.

W. P. WERHEIM, PRATT & LAMBERT

The thing that strikes me as most significant in the progress of advertising in 1912 is the apparent realization on the part of manufacturers and advertisers that they must get closer to the dealer to make advertising as efficient as it will ultimately be.

This has been drawn to my attention again and again in connection with correspondence that I have had with manufacturers, as well as retailers. Retailers are demanding a certain recognition by the manufacturers, and demanding it justly. Too many of them have had it put over on them, while a great many of them have not taken full advantage of such assistance as the manufacturer offers, and I am quite firm in the belief that this is due to the attitude of advertisers and manufacturers just as much as it is due to the dealers themselves.

There is not any especial trend or tendency that seems to stand out particularly which is likely to be a factor of growth in 1913, as far as I can judge, although I feel that there are a great many things which will all tend to elevate the plane of advertising.

I think that advertisers will more generally demand the guarantee from publishers, and I think that more publishers will give this guarantee willingly. In fact, I think it is only a matter of time, even though it will not

be in 1913, when all publishers will be glad to give guarantees of circulation.

It is my belief that advertising generally will show improvements in every way—in the preparation of the copy—and that we will have cleaner advertising.

Business conditions in our own line seem to be most satisfactory, at least they were in 1912, as we have just closed a tremendously successful year, having broken all past sales records.

Of course, that does not necessarily promise anything as to actual business conditions in 1913, but we have every expectation that 1913 will exceed 1912, providing that business conditions generally do not receive too great a setback.

At any rate, we are appropriating the largest amount of money that we have ever appropriated for our spring campaign of 1913, and with an increased expenditure on all forms of advertising.

We are also putting considerably more money in the magazine advertising, and will run nothing but large space in the magazines.

FRANK FOSTER, JR., GLIDDEN VARNISH COMPANY (JAP-A-LAC)

One of the most significant steps forward in 1912 advertising methods and plans is the demand made by the Association of National Advertising Managers for guaranteed circulations with a rebate clause from publishers.

The tendency to edit advertising copy more carefully in order to avoid exaggeration will undoubtedly continue as a factor of growth in 1913.

Business conditions are very satisfactory in our own line. All told, we have spent \$1,499,000 advertising Jap-a-Lac, and we have contracted for advertising in twenty-two leading magazines and weeklies for not only spring and fall of 1913, but for every month for the next three years. We are also planning for special work in South America and Canada.

L. T. WARNER, WARNER CORSETS

We think we notice a step forward, not only in our own plans



In The Advertiser's Shoes

We have placed ourselves in your shoes—have assumed your point of view. As a result we will make an important change in the make-up of Technical World Magazine—a change that will add to the earning power of every advertising dollar you spend with us.

"Next to Reading Matter" Announcement

Beginning with the March issue, the Technical World Magazine will run your advertisement either next to or facing reading matter. We are making this important change in the make-up in order to give every advertiser a preferred position, no matter whether his advertisement measures seven lines or a full page.

Read By Over 300,000 Men

Technical World is primarily a man's magazine. Over ninety per cent of our subscribers are men—men who carefully read the Magazine from cover to cover. Our proof of this is the fact that we receive thousands of letters every month asking for special information about the news articles, editorials, and advertisements.

Technical World An Educator

The articles and stories printed in Technical World Magazine directly educate its readers to appreciate and desire to purchase merchandise which is largely advertised. For example, almost every issue contains an article on some development of the automobile industry, and during the past year we have printed hundreds of articles on Motor Boats, Building Material, Cameras, Food Products, Furniture, Heating and Lighting Apparatus, Household Supplies, Office Equipment, Pianos and Talking Machines, Pipes and Tobacco, Poultry and Incubators, Railroads, Steamships, Real Estate and Land, Wearing Apparel, Sporting Goods, Toilet Accessories, etc.

FURTHERMORE, Technical World Magazine appeals almost entirely to serious-minded men who read the Magazine for the real information it contains. Therefore, when they read your ad in Technical World they are in a frame of mind to appreciate a good advertisement.

Circulation 157,100. Page rate \$160

The March forms close February 6th. The March Magazine is for sale on the news-stands February 17th.

TECHNICAL WORLD MAGAZINE

5758 Drexel Ave.
Chicago

1702 Flatiron Bldg.
New York

SUBURBAN LIFE

Advertising Record

1912

Q In the twelve issues of 1912, we have printed 177,533 lines of paid advertising.

Q This places Suburban Life first in our class among magazines published once a month, and second if we include those publishing two issues a month.

Q During the past year our advertising staff has consisted of two men in the Eastern field and one man devoting half his time to our proposition in the Western field.

Q We believe this unparalleled record is due largely to three fundamental business principles which apply in our office.

1. WORKING HARD AND PLAYING FAIR.
2. DEVOTING OUR TIME EXCLUSIVELY TO OUR OWN BUSINESS.
3. SPEAKING WELL OF THE OTHER FELLOW.

Q We take this occasion of thanking our publishing and advertising friends throughout the country for their many courtesies, wishing for them at the same time a new year full of business prosperity.

THE SUBURBAN PRESS

Publishers

FRANK A. ARNOLD

President and General Manager

334 FOURTH AVENUE NEW YORK
338 MARQUETTE BLDG., CHICAGO

but in the plans of many other manufacturers, in the emphasis of service to dealers by makers of trade-marked brands. There is a broader recognition of the fact that the responsibility of a manufacturer of a trade-marked article does not cease when he has placed his goods in the hands of a jobber or retailer, as the case may be. Manufacturers are engaging in campaigns of education to retailers which will make them more efficient not only in disposing of their own products, but of all products. There is a growing disposition on the part of manufacturers to make themselves useful to the retailers in various ways; oftentimes in closer connection with their own business.

We think we see a turning back by many merchants who have been led astray by the special brand argument. A very strong tendency of the past few years, especially on the part of larger retailers, has been towards private brands against the standard trade-marked brands. This was induced by two reasons: First, pride in possession of trade-marks of their own and the feeling that they would be able to control the sale of such articles and prevent customers from getting the same thing from a competitor. Second, the fact that the private brand figures a larger percentage of profit on each sale. Merchants are just waking up to the fact that profits at the end of the year depend as much on turnover as they do on percentage of profit on individual sales. In other words, it is more profitable if a merchant's selling expense is 20 per cent of his sales, to handle an article that pays $33\frac{1}{3}$ per cent profit on its selling price and on which he has a turnover ten times a year, than an article that pays 50 per cent profit on the selling price, and on which he has a turnover of only twice a year. Many merchants who have tried the special brand idea are finding that not only is the cost of selling greater because it takes more effort, but the actual yearly profit is less because the retailer carries the stock and receives the goods only after

considerable delay from the manufacturer; whereas in the other case the manufacturer carries the stock and delivers immediately. It is, therefore, necessary to invest a smaller capital, and that capital is much more rapidly turned. In the long run there is no question but what the manufacturer making a standardized article can give the ultimate consumer the most value for the money. We think it is to the advantage of retailers and consumers alike that the tendency is drifting again more strongly toward the nationally advertised trade-marked article.

Business conditions are entirely satisfactory to us, for we have faith in what the new administration will do even though for a few months general trade conditions may be considered a little unsettled.

EDWARD S. BABCOX, YAWMAN & ERBE

During 1912 I have observed a distinct movement in advertising and sales circles to keep more and better records of plans, expenditures and results. That simply means that the present-day conception of efficiency is being instilled into the minds of men at the head of our sales and advertising departments, and that in order to make good they realize they must have accurate, definite and current information. The result of this is seen in what magazines and agencies will tell you, viz., that advertisers, as a rule, are using fewer magazines, but more space in the few.

Business conditions in our line are better than ever before. Nineteen hundred and twelve was our greatest year, and December was our greatest single month. We are making big plans for 1913, and while we are not going to use any great number of magazines, we will use larger space than ever in those we do take on.

W. E. Drake, formerly of the Campbell-Ewald Advertising Agency, Detroit, has resigned to accept the position of sales manager of the Griswold Press of that city.

The Mother's Magazine

commences the eighth year of its existence with a continuation of its policy to render full service to the subscriber, by publishing a magazine that, through its editorial and advertising columns, offers only the dependable and the reliable.

NOTHING (editorially) sensational or particularly brilliant — just a common-sense, quietly helpful publication that appeals instinctively to the over 500,000 mothers who comprise its paid-direct subscription list, by supplying the right things at the right time and in the right way.

THE gratifying increase in advertising carried (20% for 1912 over preceding year) is the strongest argument we can cite in demonstration of the value of THE MOTHER'S MAGAZINE for appropriate business, which is every sort of advertising that interests the everyday mother in the home.

Published by

David C. Cook Publishing Company
Elgin, Illinois

Represented by

Charles W. Yates, New York
5204 Metropolitan Tower

W. J. Macdonald, Chicago
1247 People's Gas Bldg.

Sam Dennis, - St. Louis
402 Globe Democrat Bldg.

CIRCULARS IN PARCEL POST PACKAGES

Hess & Son

Successors to

THE AMERICAN TINOL CO.

PHILADELPHIA, PA., Jan. 9, 1913.

Editor of PRINTERS' INK:

The writer's attention has been called to an article on page 31 of your December 5th issue, regarding parcel post. We note that you call particular attention to the fact that circulars, catalogues, pamphlets, etc., to retailers or agents will be denied all the advantages of the new parcel post, and will be compelled to pay a much higher rate than heretofore.

We take the liberty of writing to ascertain whether this can be construed as meaning that circulars cannot be included with packages containing merchandise. As you are aware, many concerns will use the parcel post arrangement to send their goods to dealers, and, of course, will desire to include circulars for distribution to the dealer's customers. We would, therefore, appreciate it were you to advise us, "A," whether it is possible to include circulars in the box containing the product to be shipped to the dealer. "B," if the circulars are sent separately whether a higher rate than circular rate, as heretofore paid, will be charged for such circular matter. If you can give us the above information we will be greatly obliged.

Hess & Son,
W. L. Hahn.

The Postmaster General has ruled within the past two weeks that shippers may enclose printed matter in parcel post packages provided it is descriptive of the contents. This means that under the new laws packages containing descriptive circulars, etc., will not be subject to third class rates as heretofore interpreted, but that they will be received as mailable parcel post or fourth class matter.

The Postmaster General's ruling does not distinguish between shipments consigned to dealers and those consigned to consumers. It is pointed out that the department seeks to encourage the use of the parcel post and that the ruling is meant to be of assistance to all manufacturers who desire to make use of it. Thus tags, labels, and other printed matter accompanying shipments of goods will hereafter be admitted if they are "for the purpose of description" no matter to whom consigned.

Just what constitutes descriptive

matter has not been made entirely clear. The best way for shippers to find out, according to the authorities at the New York post-office, is to take samples to the postmaster at the point where shipments are to be made and let him pass on them. The local authorities say that each case that comes to them will have to be decided individually, but that it is not the purpose of the department to work hardship against any shippers whose consignments may properly be included under the Postmaster General's ruling. Shipments excluded from parcel post because they are deemed to contain printed matter not descriptive of the goods, will, of course, be subject to third class rates.

Specific answers to the questions are as follows: "A"—Yes, it is possible, if they are "descriptive circulars." "B"—Circulars sent separately are subject to third class rates as heretofore.—[Ed. PRINTERS' INK.]

PRESS AGENCY IN MOTOR BUSINESS

Among the crowds of automobile men at the annual show in Madison Square Garden and Grand Central Palace, said the *New York Times* recently, was a goodly proportion of press agents. An advertising man of long experience, commenting on this fact, saw in it one of the few backward features of the automobile industry. Certainly, during the show thus far and in the days immediately preceding its opening, the press agent has been well nigh ubiquitous. But it was not his presence so much as the nature of his activities that the advertising man and others of his standing remarked. Many of the press agents have been devoting their energies entirely to getting something for nothing—or trying to get it. Their credo contains the clause that the newspaper in which their company buys advertising is morally bound to print such free advertising or "reading notices" or "publicity" as they see fit to send to it.

One explanation of the activities of this class is that they desire to carry favor with their superiors by securing the publication of interviews and articles under the names and with the pictures of these superiors. Inquiries among the men higher up in a number of instances have elicited the information, however, that they were far more interested in the results secured from the work of their regular advertising writers than in these personal puffs, and did not care for the kind of limelight into which such "publicity" brought them.

A refreshingly new idea in the home magazine field has been instituted by

American Homes and Gardens

A new Department devoted to the interest of collectors, of Antiques, Curios, Old China, Old Furniture, Rugs, Silver, Jewelry, Prints and Engravings, Carvings, Books and Bindings, Auto-graphs, Old Glass, Miniatures, Old Laces, Pewter, Bronzes, Coins and Medals, etc. This will be known as

THE COLLECTOR'S DEPARTMENT

This means that not only *everyone* who has a collecting hobby will turn with interest to AMERICAN HOMES, but that everyone interested in objects connected with family history will seek the service of this magazine, which supplies information on application to *all* its readers *whether subscribers or not* on subjects connected with collecting.

There is not a home-maker in America who is uninterested in this,—that is the reason every advertiser should be, the reason why so many advertisers are.

Magazine Page \$60. Full Page (8¼x12 inches) \$135.

AMERICAN HOMES AND GARDENS

MUNN & CO., Inc.,
Publishers

361 Broadway, New York

Letters from an Ad. Man's File

By Charles L. Benjamin

Advertising Manager Cutler-Hammer Manufacturing Company, Milwaukee

There is a trait in human nature which makes us curious to look over another man's shoulder and read the letters he is writing to someone else.

The following letters upon various advertising subjects are real ones, only the names of those addressed being disguised. They were dictated in the course of the day's work, and were not intended originally for publication.

Written to friends, they are honest and unreserved appraisals of certain practices of present-day advertising and of the influences that are tending to make advertising better.

ON THE TEACHING OF ADVERTISING IN UNIVERSITIES

My Dear Mr. Brenner:

This will acknowledge receipt of your letter inviting an expression of opinion on the usefulness of a course of study on advertising and merchandising in your state university.

The usefulness of such a course would depend upon the nature of the instruction imparted, but assuming the course in advertising and merchandising to be as carefully planned as the courses in law and medicine, I know of no reason why it should not be taught as successfully.

Advertising itself is as old as the human race, but the systematic study of it is a modern development of business life. Twenty-five years ago there were no advertising schools, no textbooks, no advertising periodicals (*i. e.*, periodicals devoted to discussions of advertising topics) nor associations of advertising men. The student of advertising picked up such information as he could from more experienced men and wasted money (as they had before him) in trying out plans, the value of which could only be determined by actual test. Our available data to-day is none too plentiful, but we have reached a point where, if not able at all times to say what should be done, we know at least what *not* to do, and increase in this negative knowledge will in time, I trust,

lead us by a process of elimination to the positive knowledge we are seeking.

Advertising will never be an "exact science," because it is predicated on human nature, which is variable. But by systematic study of results, I believe we shall eventually be able to predict the result of an advertising campaign as accurately as a lawyer can foretell the verdict of a jury or a doctor the recovery of a patient. A good deal of buncombe has been written about the value of advertising, and advertisers themselves, by their exaggerations, have tended to bring the art into disrepute, but this is merely a phase of development. The old astrologer and alchemist were humbugs, but they were the founders of astronomy and chemistry, and by a similar process of evolution advertising may eventually attain to a dignity and exactness undreamed of to-day.

The fact that colleges are, at the present time, teaching the art of advertising, that professors of psychology are studying its actions and reactions, that men who twenty years ago would have become lawyers or physicians are to-day becoming advertising men, that an advertisers' convention in Boston or Dallas can attract thousands of able business men from all points of the United States and some from Europe as well, all tend to show that the art of influencing human action by means of advertising is one worthy of serious consideration.

To what extent advertising can be taught is a question. A few principles we already know and others we guess at, and on this data we can construct a theory of advertising which, if not exact, is probably somewhere near the truth. These principles can be imparted to the student by competent instructors, and a much greater fund of information can be imparted when we come to deal with practical work, such as typographical layouts, the making of cuts, etc.

I do not believe that any course in advertising can be guaranteed to turn out a capable advertising man, but I do believe that any man fitted for advertising work will be benefited by instruction which will enable him to avoid the errors which could be pointed out by those who have learned in the school of experience.

ON THE FAILURE OF TECHNICAL ADVERTISERS TO IMPROVE OPPORTUNITIES

My Dear Bourne:

I am returning herewith Mr. Cleland's comments on technical advertising, which I have read with much interest. It is significant of the state of technical advertising that Mr. Cleland's talk is devoted largely to demonstrating things which, it would seem, ought to be self-evident.

There certainly seems to be no reason why the advertising pages of a technical publication cannot be made as interesting as the reading pages, since, whether a man is writing for the reading pages or the advertising pages, he works with the same materials—words and illustrations. As a matter of fact, the most interesting matter in technical publications is based on information secured from manufacturers. The men who create new machines and new methods furnish the raw material out of which technical publications are made, and yet these very men are often stumped when it comes to writing an ad-

vertisement of their own business.

Almost any man who knows his own business well could write a good advertisement if he would only forget about it being an advertisement, and imagine himself talking to *one man*. The business man who can talk convincingly to a prospective customer in his own office is often unable to address a crowd, and in the same way the idea of addressing "the public" through an advertisement makes many a man abandon his terse, clear-cut Anglo-Saxon and tangle himself up in a maze of expensive language that convinces no one, because the writer is more concerned with the form of his message than with the substance.

I can go out into the shop any day and get more convincing arguments in favor of a certain type of drill press (for instance) from the workman who operates it than I can find in an advertisement of the same drill press in the technical magazines, and this in spite of the fact that the workman's vocabulary is limited and his sentences oftentimes ungrammatical.

The art student, on first beginning to paint, usually feels it necessary to spread his palette with a multitude of colors, but as he becomes more skilful he uses fewer and fewer of them, until he ends by relying on the three primary colors and a few others to express pictorially the idea that is in his mind. In the same way the writer, as he progresses in his art, eliminates a multitude of words from his working vocabulary and finds that as his medium of expression becomes more restricted the idea he wishes to convey stands out more clearly.

I think every advertising man should memorize the shortest verse in the Bible, "Jesus wept." Some time when you have nothing to do, try to express the substance of this sentence in other words and you will find that the power of words to convey ideas is in inverse ratio to the number of words employed. This sentence that I have just written is a good example of what I mean.

You will probably have to read it again to understand just what I am trying to say, but "Jesus wept" presents no such difficulties—you understand what is meant at a glance.

Pardon me for inflicting this long letter upon you. You have yourself to blame for it, since you were rash enough to invite my comments on Mr. Cleland's address.

ON THE ADVERTISING VALUE OF EXHIBITS

My Dear Cook:

I was much interested in your letter of November 9th, giving the results (so far as you are able to trace them) of your exhibits at various shows. Our own experience in this line extends over a period of only three years. So long as we made controlling devices only, we did not exhibit at all, the electrical shows being of a popular character and rheostats not being of much interest to the general public.

Our first exhibit was one of push-button switches, and I cannot say that we were ever able to trace any direct results to this exhibition. We had somewhat better luck when we exhibited our electric irons and other heating devices, these articles appealing more strongly to the general public.

Our booth at the recent Milwaukee Industrial Exhibition was crowded every evening, and we took enough orders to just about cover the rent of the booth, but not the expense of attendants. Shortly after the exhibit closed, however, we received several stock orders from local dealers, indicating that they were receiving calls for our devices, these calls coming, probably, from people who had seen our stuff at the show.

As a general proposition, all printed advertising and sales talk is merely a prelude to a demonstration, the choice of the prospective purchaser being influenced more by what he sees than by

what is told to him. For instance, some time ago I became convinced that an electric washing machine would be a good thing for us to have at home, but I did not make up my mind to buy the "Thor" washer until I had seen the "Thor" and half a dozen competitive machines in operation at the Electrical Show in Chicago.

I believe you will find that nearly all sales are consummated in two well-defined steps.

First—The step which lifts the prospect from a state of indifference to one in which he desires an article of a certain kind without having as yet determined the particular *make* of article he desires. This mental condition may persist for a long time without resulting in a sale, and the desire is given fresh impetus by every advertisement of *any* of the articles embraced in the class. That is to say, a contractor who is thinking of buying a concrete mixer is reminded of his desire to possess one by the advertisement of any concrete mixer, so that you benefit indirectly by the advertisements of your competitors, and they benefit by your advertisements.

This is well illustrated in the advertising of certain apparatus of our own make, where the competition is confined to ourselves and one or two other manufacturers. Every time one of our competitors starts a fresh advertising campaign we have an increasing number of inquiries, even though at the time we are putting out only our regular amount of advertising.

Second—The desire to possess *an* article crystallizes finally into a desire to possess *the particular article* which the prospect believes is best suited to his requirements. It is in this crystallizing of opinion that I believe the demonstrating exhibit is most effective. At this point enter also a multitude of considerations, such as comparative first cost, cost of operation and up-keep, delivery, confidence in the concern manufacturing the article desired, etc., all of which influence the ultimate decision of the purchaser.

\$50 for a name

We want a trade-mark name for a line of high-class silk-fabric goods for men and women, such as gloves, underwear, etc.

The name should indicate bigness, or quality, or both. Nothing that sounds small or cheap will do.

The name should be of such a character that it can be registered, and also be used as the name of the manufacturing company.

No limit to the number of names from each contestant. Send in all the good ones you can think of.

For the name selected we will pay \$50. Contest closes February 15.

If the name selected is submitted by more than one person the money will be equally divided between them

Address: Name Contest

BLACKMAN-ROSS COMPANY

Advertising

10 East 33rd Street

::

::

New York

Leaving out of consideration mail-order propositions, which involve only a small expenditure on the part of the publisher (and most of us are willing to risk a dollar or two, while we would hesitate to risk a greater amount) advertising does not result in sales, but in a mental condition *favorable* to a sale. In other words, it overcomes the mental inertia which is our habitual attitude toward all things except those essential to our existence, and creates in us an active desire for the kind of thing advertised. Consider how the tremendous amount of automobile advertising has instilled in all of us a desire to own an automobile, and then recall the number of your friends who started out to buy one make of car and ended by buying another, and you will realize that advertising, powerful as it is up to a certain point, has, nevertheless, well-defined limitations beyond which it exerts little or no influence.

The possible users of your apparatus or of our apparatus no one knows. You and I, through our advertising, are beating up all the bushes in which it seems likely game may be concealed, and when we flush it we blaze away with our booklets and follow-up, hoping to make a hit. But other huntsmen are beating the same bushes and firing at the same game, and when a bird drops it is hard to say who flushed it or who hit it. It is still anybody's game until retrieved. All that our advertising ammunition can do, or should be expected to do, is to bring the game within reach of the retriever, and then—the best dog wins.

This being the case, one may naturally ask: "Why not rely wholly on the dog?" The answer is that the world is wide and the game under cover. Out of ten thousand possible purchasers to-day's advertising flushes the fifteen or twenty most likely to buy to-day, enabling the retriever to concentrate on definite prospects instead of running aimlessly about in the hope of scaring up something.

ON PSYCHOLOGY AS PART OF AN ADVERTISING COURSE

My Dear Baldwin:

I am returning herewith your two lectures on the "Psychology of Advertising," which I have read with much interest. Your complimentary reference to my definition of "advertising"* is appreciated and will entitle you to a drink at my expense the next time we meet.

Your topic is about as difficult a one as can well be imagined, even were the lecturer unlimited as to time, and I can well believe that in approaching this task, with the knowledge that you must compress your talk to twenty or thirty minutes, you realized the impossibility of giving more than a brief survey of so stupendous a subject. Under these conditions, it was inevitable that you should talk a little about a great many phases of psychology and advertising. No one could have done otherwise. But the result—the necessary result of such compression—is an enumeration of abstract principles so numerous collectively and so briefly touched upon individually that I fear a listener would have difficulty in following you.

I have emphasized the word "listener" because it seems to me that your lecture is really an essay—in other words, it is a thing to be read rather than a thing to be listened to. Had I been one of your auditors, I am quite sure that I should not have been able to follow you. Even in reading what you have written I have been obliged to go very slowly and pause frequently, in order to grasp each link in the chain of ideas presented. Take, for example, your remarks on observation, classification, inference and application, with which your first paper concludes. Here each paragraph consists of a series of short sentences, each one of which must be mentally masticated and swal-

*"Advertising is the act of disseminating information for the purpose of influencing the will of a specific class of persons."

lowed before the next can be entertained. It is possible, of course, that your lecture was not read as written and that your impromptu comments carried your auditors by easy stages from one abstract idea to another, in which case, of course, my criticism will not apply.

As it seems possible that you may escape me on this count, I am going to lodge another complaint against you. You were addressing students, and primary students at that, and yet you have dealt wholly with abstract ideas, whereas, education should proceed from the concrete to the abstract. If you are not willing to take my word for this, read Herbert Spencer's "Education—Intellectual, Moral and Physical."

Until the student has a fairly comprehensive stock of knowledge concerning advertising he cannot grasp the abstract ideas you have presented, any more than a child can comprehend the rules of grammar until it has accumulated a stock of words to be classified. As a matter of fact, you and I turned out pretty good advertising matter long before we had devoted any thought to the psychology of advertising.

It seems to me, therefore, that instead of beginning with the science of advertising (or any other study), we should begin with the art. Every science consists merely in classified knowledge concerning an art, which was practised by rule of thumb long before any attempt was made to deduce the general rules that apply to it. Since it was in this manner that the race acquired all the knowledge it possesses, proceeding always from the art to the science—from the concrete to the abstract—is it not a reasonable assumption that beginners in any study will more easily acquire knowledge if it is presented to them in the same way?

After relieving myself of these weighty thoughts (which are in the main an echo of Herbert Spencer) it is only fair to add that what you have written on the psychology of advertising is vastly more than I could have written on the same subject.

LAST week
we were
pleased to use 2
pages in Printers'
Ink, reproducing
an audit of circu-
lation by N. W.
Ayer & Son of

To day's
Magazine for the Home

We will be pleased
to spend our money
each week to publish
such audits of any
other advertising
agency.

Who will be the
next?

CANTON MAGAZINE
COMPANY

WILL C. IZOR

1 Madison Ave., New York City

THE "REAL VALUE" OF ADVERTISING

HOW THE BANKER LOOKS AT EXPENDITURES FOR ADVERTISING WHEN THEY APPEAR AS "GOOD WILL"

The following is a quotation from the *Wall Street Journal*:

"Rumors have been current of late to the effect that the banks are discriminating against a number of the newer industrial in which there has been considerable speculative activity in the past few months. It is said that in a number of instances loans secured by such collateral have been called, and that in several other cases the borrowers were notified that they have to withdraw collateral of that kind and substitute something else."

Although no specific mention of "good will" is made, there is every reason to believe that the "newer industrial" referred to are stocks of corporations in whose statements good will cuts an important figure. Perhaps the recent difficulties of the United States Motor Company, a heavy advertiser which good will failed to pull out of a bad hole, may have had something to do with the reported attitude of the banks. Whatever the cause, there is evidence that a good many advertisers have overestimated the "demonstrated earning power" of their businesses and in attempting to capitalize it as good will have incurred the displeasure of the banks.

As pointed out in *PRINTERS' INK* for July 18, there is—or was—a growing tendency among bankers to regard the money spent for advertising as something more than a mere expense, although few, if any, were willing to class good will as a bankable asset. Some bankers who wrote to *PRINTERS' INK* at that time were outspoken in their condemnation of certain concerns in whose statements good will represented a large part of the assets, and declared without qualification that they would consider the securities of such concerns

a poor investment. But the majority seemed rather friendly toward advertising expense and were willing to concede the desirability of a substantial advertising appropriation—a concession indeed for a banker. Now, it seems, there is a tendency in the other direction, and the actual opinions of some leading banks on the subject may not come amiss at this time.

Charles N. Gillett, vice-president of the First National Bank of Chicago, writes:

As for carrying advertising in a good will item, that would be a matter that would interest the stockholders of a concern entirely. When a bank looks over a statement of a concern applying for credit, everything except tangible, realizable assets are eliminated, and against these assets we figure the entire liabilities of the concern. The difference between these two items is what we term working capital. In a great many cases there is a large investment in real estate, plant and machinery, which of necessity are fixed assets, and while necessary in the conduct of certain lines of business, cannot be considered as working capital.

Anthony Lamb, cashier of the Commercial National Bank, Syracuse, N. Y., thinks the money expended for advertising should cut no figure in determining a line of credit.

Without doubt there is a growing disposition in financial circles to regard with favor an aggressive advertising policy when properly directed. We do not think, however, that banks would place any actual valuation as an asset on money expended for advertising in considering an application for a loan. It might indirectly favorably affect the credit of the concern which was building up a successful business by judicious advertising. However, we do not think it would be good business policy to count any part of money expended for advertising as an asset, but that it should be considered as legitimate expense and so charged on the books. We do not think that good will cuts any figure on a customer's statement who wishes to obtain credit at a bank.

Fred W. Kiesel, cashier of the California National Bank, of Sacramento, writes:

We believe it is generally conceded that trade-marks, etc., bear an asset to the concern that owns them, but as a bankable asset they are "N. G." If we found any "good will" etc., in any statement handed in here, we would discount it to that extent.

Waldo Newcomer, president of

the National Exchange Bank, of Baltimore, points out the fact that good will is useless except to a "going concern" and that the mere expenditure of a sum of money for advertising is no sign of success.

One item found in many statements is "good will." This is a very intangible asset. Of no value as collateral, of no value in liquidation. There is only one case where it is of value, and that is in the event of a sale of the business as a going concern. In my opinion, it should never appear in a statement except under one condition of affairs. If you have bought the business and paid for the "good will," it is a legitimate asset temporarily, to the extent of that cash cost, but should be rapidly depreciated. It is only fooling yourself to regard it as of permanent value. As stated above, it only becomes of real value when the business, while still prosperous, is sold as a going concern, and then you can get just as much for your "good will" if it is not in your statement as if it is. To carry it permanently is closely akin to crediting up an increased value of your real estate because you think the neighborhood is improving and you might some day get more for your property.

I have in my hands to-day the statement of a certain company now in receivership showing an item of patents, trade-marks and formulae carried among the assets at \$50,000. It represents very good formulae, trade-marks, etc., of great value to the concern, but a year of constant effort has not availed to sell the business, even as a going concern, at a price sufficient to pay its debts, yet the people in charge are as honest and conscientious as any business men I know.

I do not consider that the success of the Royal Baking Powder Company, or any other of those which have succeeded, is any criticism of the above somewhat drastic position. All such concerns starting out with a certain amount of tangible assets and depending largely upon advertising spend practically their entire capital in advertising, and if they are then successful, taunt the banker with being ultra-conservative in having been unwilling to admit as an asset the \$200,000 expended on advertising before the results were shown, forgetting the fact that hundreds of others have likewise put their money into advertising and other intangible things and failed to produce material results. A business of that nature should raise the necessary money for such purposes among those who have confidence in it and who are to share in the profits, and not be dependent upon money borrowed upon the faith of such assets.

George B. Epstein, vice-president of the Merchants Bank and Trust Company, Los Angeles, Cal., considers only physical and

tangible assets in determining credit.

The value of good will based upon patent rights, formulae, or a "name" acquired through liberal advertising, should be taken into account only in judging an institution's prospects of success.

It has frequently been demonstrated that many institutions conducted successfully for long periods have, through change of control and later mismanagement, come into such disrepute as to absolutely nullify the value of their good will as an asset in case of liquidation or sale.

We of the Pacific Coast have also learned, in the case of San Francisco, that good will based upon favorable locations or leaseholds could be wiped out in a night.

Therefore, from the writer's point of view, only actual physical and tangible assets, such as a bank could fall back upon and dispose of in case of trouble, should be taken into consideration in gauging the measure of credit to be extended.

The opinion most favorable to the consideration of good will—that of W. P. G. Harding, president of the First National Bank of Birmingham, Ala.—is qualified with the assertion that its value is very unstable.

We do not know of any manufacturing concerns here whose expenditures for advertising have been large enough to make the matter of good will of much practical importance. We can readily conceive that there are many lines, such as soaps, baking powders, soft drinks and proprietary articles, whose success depends almost entirely upon proper advertising, and in such cases it would seem to us that good will—representing the cost of establishing the business—is of real value. We think, however, that due consideration should be given the fact that good will is an asset only to a going concern; it would, therefore, be an asset that is subject to tremendous shrinkage.

The First National Bank of Philadelphia disposes of the subject very briefly.

We believe that it is poor financing to charge any part of advertising expenditure to good will, as the presence of a good will item in a statement immediately throws a doubt on the conservative value of the other figures. Banks, of course, judge all statements on a liquidating basis, and the good will of an unsuccessful concern is valueless.

William E. Irons, of the Oswald Press, New York, succeeds Arthur Elliot Sproul as publicity man for the New York Advertising Men's League. Mr. Sproul resigned because of pressure of other work.

The Class Journal Company

announces the following changes in its staff:

W. I. RALPH has been elected Vice-President of the Company.

The Advertising Department of THE AUTOMOBILE and MOTOR AGE will hereafter be under the direct supervision of the General Manager, FRANCIS L. WURZBURG.

After February 1st LEWIS G. VOGEL will be manager of the Michigan territory, with headquarters in Detroit.

C. K. BRAUNS will open a new office in Buffalo. His territory will be New York State and Western Pennsylvania.

HENRY J. GARRISON, formerly of the Curtis Publishing Company, has joined the staff of THE AUTOMOBILE and MOTOR AGE. He will take charge of the Philadelphia and South territory, heretofore covered by Mr. Vogel, with headquarters in New York.

Francis L. Wurzburg
Advertising and General Manager

A. A. C. A. TEXTBOOK ON ADVERTISING JUSTIFIES EXPECTATIONS

PAUL T. CHERINGTON HAS PRODUCED A BOOK WHICH IS INCOMPARABLY THE BEST AND MOST AUTHORITY WORK ON THE GENERAL SUBJECT THAT HAS YET BEEN ISSUED—ADVANTAGE OF TAKING ONE'S THEORY FROM PRACTICE AND NOT FROM THE BLUE SKY

It is not often that PRINTERS' INK indulges in prophecy. When it departed from its cautious custom a few months ago in order to herald as a "real book on advertising" the then forthcoming textbook on "Advertising as a Business Force," which was being prepared for the A. A. C. A. by Paul T. Cherington, of the Harvard Graduate School of Business Administration, it had a pretty clear idea what it was doing. It had observed Mr. Cherington at work, it knew the method he was employing and it could naturally take no exceptions to the subject-matter of the book inasmuch as much of it came out of PRINTERS' INK's own pages.

Mr. Cherington has in fact pursued exactly the course in making up his book that PRINTERS' INK does in making up its paper. The fact that PRINTERS' INK has had to do it that way, and has found that its readers will not have it done any other way, naturally fortifies its opinion that here at last we have a book that represents advertising in the way its most advanced exponents see it, that illustrates it with instances drawn from the field of actual occurrence and that by means of these gives its readers, both tyro and veteran, the record and flavor of personal experience. Theories and principles, in this manner, emerge naturally from the concrete cases adduced and stand out as verdicts; they are not special pleading in advance of the evidence.

The new book is, in short, as its sub-title says, a "compilation of experience records," with the necessary interpretation and sug-

gestion, where that is needed. As a textbook for the Associated Advertising Clubs of America, and even for the advertising man in general and the business man who wants to enlarge his perceptions of the forces at play in and around his own business, it is invaluable. Nothing like it has been given the advertising world before. There have been good advertising books, important in their way and for the purposes for which they were prepared.

But these other books, in their entirety, give the beginner and the outsider a very false impression of the function and force of modern advertising. It is inevitable that any inquirer coming into the field for the first time would get from these books an exaggerated idea of the relative value of "copy," or the medium or some other external of advertising. No reader of PRINTERS' INK would imagine it could underestimate the importance of the most thorough acquaintance with these subjects.

But there are other factors that enter into advertising success, and some of these other factors have now become relatively more important than the questions of copy and mediums that once dominated all other matters in the advertising man's mind. It is an evolution and one that seems to have escaped the attention of the makers of advertising books up to the present time.

Until the advent of this book of Mr. Cherington's the student has had to go for his knowledge of business to a textbook or monograph on the subject of business and for his knowledge of advertising to those who wrote on the subject of advertising from the view-point of agents or publishers. The real intimacy of the two subjects has never before been set forth with anything like adequateness. Whether this was due to the fact that the problem seemed a comparatively simple one to the writers who have gone before, or whether they were bitten with a desire to offer a complete system of advertising philosophy while yet all the facts and tendencies

"Camera Copy"

Remember that phrase—It has a meaning for you—It is the newest form of applied salesmanship. "Motion Photography" is good publicity—It makes its subtle appeal while the buying public is being amused and entertained. Our booklet "Motion Photography" tells you how we can serve you individually, by finding the human interest story in your business or product, and preparing "Camera Copy," solving the distribution and circulation problem, etc. All you have to do is

Ask For It

Advance Motion Picture Company

Alvin B. Giles,
Advertising Director
People's Gas Building,
CHICAGO.

Copy Writer Wanted

Experienced, capable writer who can produce *real* reason-why copy. Must have analytical mind—must be able to dig out the selling points and put them in simple, strong, logical English that the "man on the street" will read and understand. No amateur need apply—only a writer of experience and ability who can produce this kind of copy without constant supervision and guidance. This is an excellent opportunity for the right man. Communicate at once by mail with "AC," Box 43, care PRINTERS' INK.

had been far from being disclosed, or whether they acted simply from the laudable desire to add something to the sum of advertising knowledge, the fact remains that we have for the first time a rational attempt to approach the whole subject with a scientific spirit—which does *not* mean an air of finality—and painstakingly collect, classify and interpret verified data.

That is what the advertising young man in Oshkosh wants, isn't it, when he is trying to pick out the through route to advertising success? Why should not a book jump right into the heart of a subject just as one's old friends do when he asks their experience and counsel, and they reel off for him story after story of actual business happenings, with all the facts and figures in them? There is, of course, no reason why a book should not do the same, and this book does. What ought the young man to do before beginning to advertise? What should he expect advertising to do for him? Is there enough of a demand for his product to justify the experiment? Is his margin of profit enough? Should he market through the jobber or go direct to the dealer? What have the big advertisers done? And how did they begin?

These are questions that all have a bearing on the advertising problem, and are fundamental to it, because advertising is not a panacea but a specific, and the structure, functions and composition of the business body must necessarily be studied before any specific treatment is attempted.

The limits of a review do not permit a detailed description of the many excellencies of the book. We have in the first part a consideration of Advertising and Distribution, and in the second, Advertising Problems and Methods.

In the first part there is an examination by chapters of the Selling Problems and the Advertiser, the Distribution System, the Relation of Advertising to the Distribution System, the Problems of Medium Selection, Advertising and the Consumer, the Regular

Retailer, Advertising Problems of the New Type of Retailer, Advertising and the Wholesaler, and then something as to the manufacturer and his advertising problems.

In the second part a progress of the study is shown by chapter headings on Selling and Advertising Co-ordination, Trade Mark Problems, Price Maintenance, Disposal of Advertising Costs, the Advertising Manager, the Advertising Agency, and then the Conclusion of the whole book, both as to new uses and new forms of advertising, legal recognition and the dangers of advertising abuses, city boosting, railroad advertising, etc.; legal restraints on advertising, with a reproduction of the PRINTERS' INK Statute, and the new demands on advertising, contact with selling, accurate knowledge, and the development of new and exacting standards of honor. Here in the last few pages we have a brief of the spirit of the book.

Throughout this compilation (the author says) we have aimed to emphasize the intimate connection between nearly all types of advertising designed to stimulate business in goods for retail sale and the sales which are expected to follow the advertising activity. The classification of fields for preliminary work in laying out any advertising campaign—examination of the goods, a study of the market, a thorough knowledge of distribution methods—simply illustrates one of the ways in which advertising activity is more and more obliged to adjust itself to the demands made upon it as a sales-creating force.

The commercial world is still far from the position which it would like to occupy in the matter of having acquired the accurate information on which advertising activity can be based. But there are many things which an advertiser, his manager or his agent may know to-day with absolute certainty, which were closed to him only a comparatively few years ago.

They may know far more about the goods which they are advertising than they could know even a decade ago. They may know vastly more about costs of production, costs of distribution, qualities, standards and the adjustment of these to fluctuations in demand.

They may know much more about markets than they ever could before. They may become fairly well informed as to the location of markets, the character of markets, the position of various population bodies which can be considered as a market. There are coming to be generally available many forms of market data which even a few years ago were entirely inaccessible.

A 350% Growth in 4 Years

—an increase won through sheer merit and intrinsic value to subscribers—is the record of its growth, from 1908 to 1912.

PRACTICAL ENGINEER

Semi-Monthly

It is filled with facts and information in such form that they can be understood and used. Its reading matter is of absorbing interest and solid value to

23,000

—chief engineers of the best power plants in the country, plant owners and plant managers—whom it reaches twice a month and who are in a position to give advertisers a buyer's attention.

GUARANTEED CIRCULATION

Practical Engineer issues a binding guarantee of 22,000 circulation, and its records are open for investigation to any advertiser.

*Write for sample copy
and circulation statement*

Technical Publishing Co.
537 So. Dearborn St. CHICAGO

They may know far more about distribution than ever before. The capabilities of one form of distribution or another—its limitations, its possibilities. Methods of studying these are being improved constantly and in a large measure, the growing difficulties of distribution, which have arisen out of the changes of the size and methods of many factors in distribution, have been offset by the increased knowledge of what those changes actually are.

If these data are becoming accessible to the advertiser, to his manager, and his agent, many of them are also becoming accessible to the consumer, and to all the others to whom the advertising appeal is to be made. It does not require the gift of prophecy then to foresee the very imminent coming of the time when the very highest possible standards of honor in advertising appeal will not merely be "good business" but will be absolutely essential to any advertising appeal which can be expected to have any real effect.

In the text will be found descriptions of many notable advertising and selling campaigns which have appeared in **PRINTERS' INK** and other advertising publications, together with many interesting sales analyses and discussions—just the sort of matter which has been going into the files of every live advertising manager and advertiser for years past for preservation, and which may almost be called a classical anthology—the National Cash Register and United Cigar Stores series, for instance—the mere bringing together of which in handy shape between two covers is something in itself of no small service. When to this is added the stimulation of suggested questions at the chapter ends, and the able handling of the material, it is plain that we have something for which the advertising trade has been a long time waiting.

There remains to be said a word of reminder. A large part of the value of this text-book is due to its timeliness. It deals with present conditions, it is up to date. To-morrow there will be new phenomena and new relations discovered, so fast is advertising history making. The chapter on price maintenance, say, will be outgrown a year hence. That would not do for a text-book of the Associated Advertising Clubs. It would be highly desirable, if **PRINTERS' INK** is permitted a suggestion, that is the suggestion it

would make—to keep so good a book up to date by revision, not less, we should say, than once a year. When that is done we will have a self-perpetuating calendar of advertising wisdom.

The book is dedicated to Herbert S. Houston, the chairman of the educational committee of the A. A. C. A., who has given so liberally of his time, and money to the cause. The mechanical details of the book have been handled in excellent style by Doubleday, Page & Co.

CANADA MAY HAVE PARCEL POST

A special dispatch to the *New York Journal of Commerce* from Ottawa, Ont., says:

"Postmaster-General Pelletier, after having sent several officials of the Department to the United States to observe the workings of the parcel post, has prepared a zone map for Canada, dividing the country into five zones and is about ready to promulgate an order establishing a parcel post system for Canada. The country is divided into five zones, consisting of the maritime provinces, Quebec, Ontario, the Prairie Provinces and British Columbia. Local zones are also established, rates have not been finally decided, but will probably be the same as in the United States.

"The Postmaster-General has power under the postal service law to establish and put into effect a parcel post system without legislation, but the advisability of submitting the whole question to parliament for its approval after the holiday recess is being considered by the cabinet, and as the subject is regarded as of the highest importance it is likely that parliament will be asked for its approval of the project. The express companies are expected to make a vigorous protest against the scheme. The express companies are controlled and owned by the Canadian railways. A complete revision of express rates from United States points to Canadian points is expected to be put into effect immediately as a result of the necessarily lower rates on small parcels resulting from the establishment of the parcel post in the United States."

G. Scott Hughes, for several years advertising manager of the J. L. Hudson Co., Detroit, and for the past four years advertising manager of Crowley, Milner & Co.'s department store, has resigned to accept the position of general merchandising and advertising manager of Waite Brothers & Robertson Department store, of Pontiac, Mich.

Lavater E. White and M. G. Simonson have incorporated the White-Simonson Company, representing a list of farm papers. Their offices are in the Tribune building, New York.

PILGRIMS, THEIR BOOKLET AND LECTURES

The Pilgrim Publicity Association, of Boston, has issued a booklet entitled "Pilgrims, Their Booklet and Marketing Merchandise Through Advertising." It contains among other things an outline of a series of lectures on "Constructive Publicity," to be given before the club this winter.

Among those scheduled to lecture are the following: Ben S. Jacobs, of the Boston Post; Herbert J. Mildrum, Henry Hale, Jr., and W. L. Larned, of the Ethridge Company; George B. Gallup, of Cosmopolitan Magazine; W. J. Boardman, of the George Batten Company; W. F. Rogers, of the Boston

Transcript; Warner H. Bell, of William Filene's Sons Company; Henry P. Wall, of the Eastern Advertising Agency; Charles L. Greene, of the United States Cartridge Company; Thomas Drier; W. W. VanNess, of Whitehead & Hoag; F. W. Gibson, of the H. D. Beach Company; George French, of the Independent; J. G. Stimmel, of the Boston Herald; Ward M. Tenney, of the Massachusetts Engraving Company; J. P. Calloway, of the Suffolk Engraving and Electrotyping Company; Gustave Zeese, of the Zeese-Wilkinson Company; Maurice Saunders, of the American Lithograph Company; A. W. Elson, of the A. W. Elson Company, and Dan Paris, of the Hampshire Paper Company.

Concentrate

on the territory where your distribution and sales are weakest. Poster advertising has many times proven its ability to bring a city or town "below the average" in sales and dealer interest, to a point far above it.

It is hardly possible that in every one of the 6,000 cities and towns in which I can post your advertisement your sales are all that they might be. There must be a necessary place in your selling campaign for poster work of my kind.

HENRY P. WALL

Fifth Avenue Building
NEW YORK

Paddock Building
BOSTON, MASS.

Official Solicitor Poster Advertising Association



"FIRST HANDS" IN PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialties and souvenirs. Free "Buyers' Information Service" to subscribers. THE NOVELTY NEWS, 213 S. Market St., Chicago; 120 big pages; illustrated; \$2 year; 20c copy, mail or news-stands. No free copies.





















NEWSPAPERS MADE GAINS IN 1912

FIFTEEN TO TWENTY PER CENT INCREASE IN VOLUME A GENERAL ESTIMATE THE COUNTRY OVER—DROPPING OFF IN PROPRIETARY MEDICINES AND ENLARGMENT OF SPACE BY OLD STANDBYS—NOTABLE NEWCOMERS AND INTERESTING CAMPAIGNS

By Charles H. Willard.

Any statement as to the increase in volume of newspaper advertising must, in the nature of things, be conjectural. There is no way of determining the matter except by thumbing over every copy of every paper published in the country, and nobody is doing that. A shrewd guess, however, may be hazarded, based on the experience of a number of leading papers and the opinions of well-informed newspaper men.

An estimate of this sort, then, is that newspaper gains for the year just past amount to at least fifteen to twenty per cent, and there are strong signs that this is only the beginning, the comparatively slow beginning, of a rise in the volume of newspaper advertising.

There are several reasons for the prophetic part of this statement. In the first place, most of the gains thus far appear to have come from the old standbys in advertising—the old accounts that have figured in the newspaper columns for some years past. It is only the van of the new accounts which is beginning to show in the papers, and the experience of these new ones is apparently proving so successful that they will unquestionably be followed by more newcomers before the year is much older. The very fact that newspaper campaigns can be tried out in any sort of a section at any sort of a cost increases the probability of its being done.

The second reason is that the newspaper gain has been made in spite of the falling off of proprietary medicine advertising—one might almost say because of the falling off. At all events, the fact

is that as the newspaper columns have been cleaned up the foreign advertising has grown, and thus the predictions of the "clean-up" crusaders have been justified in fact, if not in theory.

Still another reason for the increase would seem to be that the newspapers are at last beginning to realize their opportunity and are co-operating with advertisers and agencies to a greater extent than they have heretofore done, with a consequence that many accounts, small and large, which in the old days would have received little or no encouragement to enter the newspaper columns, are now taken care of and are being handled to the satisfaction of all concerned.

It is not possible to say much in the way of description or com-



TYPICAL EXAMPLE OF LOOSE-WILES NEWS-
PAPER COPY

ment on the advertising of the old newspaper guard, nor indeed to name all of them, but the class may be represented by these few consistent newspaper advertisers:

Royal Baking Powder Company, National Biscuit Company, Postum Cereal Company, H-O Company, Shredded Wheat Company, Regal Shoe Company, Aeolian Company, the railroad and steamship lines, Castoria, Horlick's Malted Milk, Borden's Milk, Swift & Co., Coca-Cola, Moxie, Schlitz Beer, automobiles, tobacco and cigarettes.

No survey of the newspaper advertising field would be complete without a consideration of what the chain store development must mean to it.

There is a distinct tendency on the part of manufacturers to open retail branches of their own and wherever they do so, the newspapers are gainers. In the piano line, for example, the chain store development is conspicuous. The Aeolian Company now has retail branches of its own in New York, Cincinnati, Dayton, St. Louis, Indianapolis, Fort Wayne, besides Berlin, London, Paris and other foreign points. It also operated a Chicago branch for a part of the last year, but has since discontinued it and is selling through a local piano house. In New York it is a very large user of the daily papers, and is approximating that practice in the other localities.

Other chain stores, like the United Cigar Stores, have added to their newspaper list as fast as they open up retail channels of their own in new territory. More

recently the United has been taking very large space in the Chicago papers in order to conduct a special campaign of education. This campaign will run for three months, and if successful, will be carried into other cities.

Of all the newspaper accounts, none is being watched with keener interest by advertisers and advertising men than the Loose-Wiles Biscuit Company. The field is hotly contested; it is the case of a new—comparatively—house going up against a huge and strongly entrenched competitor. That is one reason for the interest. But the main reason is that the Loose-Wiles Company is making a very aggressive big-space fight in the papers of certain territories, and the advertising world is interested to learn whether this judgment is justified by big results.

Mr. Hopkins, advertising manager of Loose-Wiles, in an interview appearing in PRINTERS' INK the other day outlined the company's many-sided campaign and gave samples of newspaper copy but did not particularize with re-

A PROSPEROUS NEWSPAPER

Springfield Republican

Massachusetts

Established in 1824 by Samuel Bowles

Daily (Morning), \$8.00; Sunday, \$2.00; Weekly, \$1.00 a Year

A RECORD YEAR IN BUSINESS

The Republican has done the largest business in its history in 1912.

Its cash receipts from advertising in 1912 increased nearly 10 per cent over those of 1911.

Its cash receipts from newspaper sales also show a satisfactory increase.

The Republican is a Superior Newspaper and a Superior Advertising Medium.

ADVT. No. 3

Any Little Hurt

needs attention. Have LISTOGEN handy. Its many valuable properties make it an indispensable household article. Cures most of the little ills of life and some of the graver ones.



The Guardian of Health

A perfect antiseptic, disinfectant and germicide of particularly high Therapeutic value. Pleasant to taste and smell. As harmless as it is efficacious. An invaluable first aid in sickness or accident.

Get a Bottle—Keep it Handy

Price 25c, 50c. and \$1 per bottle at

Dow's Drug Stores

Cincinnati, Ohio

Bolton Chemical Corp. Mfrs., New York

ONE OF A SERIES OF LISTOGEN'S NEWSPAPER ADS PROVIDED BY ADVERTISERS FOR DEALER

spect to territory or mediums. The company now has bakeries in seven cities of the country and it is doing its campaigning in six of the seven, namely, Boston, where the headquarters are located; St. Louis, Chicago, Minneapolis, Omaha and Kansas City. The seventh factory is in Dallas, but no advertising is being run there at present.

In the newspapers of these territories full pages alternate with 340 and 240-line copy. The copy refers especially to their low-priced Sunshine specialties in five and ten cent packages. The advertising carries the offer of a sample or "surprise box" of samples.

Probably the most sensational advertising of the whole year has been done by the tobacco and cigarette companies. The situation is so well known to most advertisers that there is little use in repeating it here. All of the leading brands of smoking tobacco

and cigarettes have been heavily advertised in the leading papers, and space and lists are being increased rather than diminished. The older brands, like Tuxedo, Zira, Nebo, Prince Albert, Fatima, Velvet, Turkish Trophies. Omar, have recently been supplemented by two new brands—Mas-cot and Stag—and still more new brands are in prospect. Some of these are magazine accounts and practically all are also billboard accounts. But their greatest activity seems to be shown in the newspaper field. Most of them are covering the entire country, but some are advertised chiefly in the East, and Zira and others in the West. It is a four or five-cornered contest, with Liggett & Myers, American Tobacco, Lorillard and Reynolds as the chief figures. Liggett & Myers have opened a branch in New York City, and are soon to open a finely appointed factory here.

Another confirmed user of newspaper space is the whole automobile industry. More and more the leading automobile houses are developing some form of dealer co-operation. The cam-

FORMERLY one
bought 100 shares;
now 100—buy one share.
Send for Circular M—"Odd Lots."

John Muir & Co.
SPECIALISTS IN
Odd Lots

Members New York Stock Exchange
MAIN OFFICE—71 BROADWAY
Uptown Office—42d St. and Broadway.
NEW YORK

USE OF SMALL SPACE THAT IS PAYING

paign of education has been made on the dealer to get him to sustain his proper share of local expense, and this in most cases he has been perfectly willing to do. The automobile houses have matched his expenditure dollar for dollar, and the results have shown sharply in the new life



Rapid Electrotpe Company of Canada Montreal

Makers of "Plates that Print and Wear".

will give you service like this, on
your Canadian advertising plates.

D. H. BLACKMAN
J. K. FRASER

F. J. ROSS
F. J. HERMES

Blackman-Ross Company
Advertising

10 East 33rd Street
New York City

January 2, 1913.

Rapid Electrotpe Co.,
345 Craig St. West,
Montreal, Canada.

Gentlemen:—

Thank you very much for calling our attention to the error in Lowney advertisement No. 43, but we think it will be best to leave matters as they now stand.

We also wish to thank you for the promptness in which you carried out our order, and you may expect another order from us in a few weeks for another one of our Canadian advertisers.

Very truly yours,

BLACKMAN-ROSS COMPANY

Secretary.

How it's done

This is what a man in Pennsylvania wrote on January 6th, 1913:

"Out of all the ads. in the 'current 'SYSTEM' yours 'alone appealed to me. 'What is the next move? 'etc."

Here is his reply of January 9th to my letter which answered the above:

"Your letter certainly is a 'hummer. After first reading your ad. in 'System,' I 'get myself up to the sticking-point and decide that 'I can perhaps pay \$10 for '.....
 "When you come back demanding \$100, I am 'knocked out and throw 'your letter in the basket 'and yet the next day I go 'and hunt it out again and 'make up my mind to see 'the thing thru, etc."

Here follows part of his letter of January 11th, in reply to mine of 10th:

"You win. I'm convinced. 'Will file your letter and 'mail draft, etc."

This space is used to secure last year's rates for 1913 space. Later I shall have something more to say. Meantime I will be glad to *here* receive anyone *seriously interested* in getting worth-while returns for money-outlay. Be sure to make an appointment by 'phone before calling. I do not employ solicitors. My clients come here. Somehow they find it pays!

Edward J. Westell

Business Builder,
 116 West 32nd St.
 New York.

'Phone—290 Madison Sq.

which has been injected into many of the automobile accounts. The manner of co-operation differs with different houses. Some houses handle the advertising from their own factory and assess the dealer for his share; others allow it to be handled through the dealer locally, thus generally obtaining a better rate from the papers.

Procter & Gamble have been other consistent advertisers in the newspapers with their new product, Crisco. This campaign was described in detail as to some phases in a recent number of PRINTERS' INK. The results have gone far beyond any of those achieved in like time in connection with the marketing of other Procter & Gamble articles. A large part of the credit is undoubtedly due to the novelty of the article, but part of it, too, must be ascribed to the use of the newspapers, which have carried large space ads.

A new account came into the daily papers the first of this month which gives promise of being a large user of newspaper space. This is Listogen, an antiseptic and germicide, put out by the Bolton Chemical Corporation of New York City, the president of which is L. A. Jaeckel, of Jaeckel & Co., furriers. It will be watched with special interest because it is the only antiseptic and germicide which is using the newspapers as a medium on a national scale.

Listogen is a patented compound of peroxide of hydrogen, thymol, menthol and eucalyptol, the last three being the ingredients of listerine, hence, its name, Listogen. Listogen is not a patent medicine or panacea, but simply an antiseptic of the class of listerine and dioxogen. It comes in three sizes, 25c, 50c and \$1, and is said to be a trifle more expensive than other articles of the same class.

The new product is being marketed with the help of the newspapers of the country, a help which it may be said the newspapers are glad to give when there is a reasonable certainty of busi-

ness to follow. The fact that they have been imposed upon to a large extent by advertisers who have used them for purposes of investigation and solicitation without remembering to carry out the implied agreement to advertise, has not quite chilled their enthusiasm, but has naturally made them more cautious.

For this reason the Bolton company disarms any possible doubts on the part of the newspapers by guaranteeing to the newspapers and the druggists that orders of a certain amount in the town will be followed by a certain specified amount of newspaper advertising. The guarantee is made by the advertising agents to the newspapers. Where the newspapers do not care to give their full co-operation they are being asked to send in the names of representative druggists, who are then approached by mail.

"The campaign seems to be working out in a promising way," said James A. Robinson, the general manager. "We have a thousand newspapers all over the country working for us, and a few orders have already in this first week or two been received from the leading drug houses which is a very good indication. Where the orders are satisfactory, we give local newspaper contracts for 500 inches, over six months, three times a week at first, then daily, generally in full position. If the campaign is successful, as of course, we confidently expect, this will be a steady newspaper account.

"In getting our product into the stores, there are no price considerations or free deals. We shall very likely furnish the druggist later with all the samples he desires with which to sample his customers, and we are having window display material prepared now.

"We have, in our opinion, three very strong cards with which to win success. First, ours is the only antiseptic and germicide being advertised in the newspapers; second, on that account we are getting the lively and loyal co-operation of the papers; and third,

The Boston Transcript

Advertising Record

THE BOSTON EVENING TRANSCRIPT gained 149,263 lines of advertising in 1912 over its previous high record in 1911.

The TRANSCRIPT continues to lead in the daily field, printing more advertising than any other Boston paper for the days it is published, i.e., daily excepting Sundays.

The TRANSCRIPT has a remarkable record for continuity of ownership and policy. For decades the growth of its advertising has been uniformly cumulative.

Financial Advertising

The TRANSCRIPT in 16% fewer issues for the year 1912 printed over 78% more Financial Advertising than any other Boston paper.

Foreign Advertising Representatives

CHAS. H. EDDY,
Metropolitan Building, New York

EDDY & VIRTUE,
Peoples Gas Building, Chicago, Ill.



"This Is Certainly the Most Delicious Bouillon I've Ever Tasted!"

Every housewife can hear such praise from her family and friends if she will use

"STEERO"
(Reg. U. S. Pat. Off.)

Bouillon Cubes

Made by American Vitamins Products Co., New York

Wholesome, appetizing bouillon, made in a moment at any time—just drop a "Steero" Cube into a cup and pour boiling water on the Cube.

But Insist on "Steero."

"A Cube Makes a Cup"

At drugstores, grocers and delicatessen dealers, in boxes of 12 Cubes, 50 Cubes and 100 Cubes.

Distributed and Guaranteed by
Saks-Wallin & Co.
375 William Street New York
Under Pure Food Law, Serial No. 1

HUNDRED LINE DOUBLE COLUMN DISPLAY
THAT IS EFFECTIVE

the advertising is being run in these papers over the dealer's own name. Add to this the character of the article and the attractiveness of the name—and we have a combination which I am certain spells an early as well as a large success."

The first ad run is an announcement, ten inches over three columns. The subsequent ones are five inches, single column.

One of the most interesting uses of newspaper space is that made by John Muir & Co., brokers, of New York, to encourage trading and investment in small lots of less than one hundred shares, or bonds of small denomination. They have used the papers of several cities and will do so again, though just now they are in only the New York city papers. John Muir & Co. are not bankers, but brokers. They can take only a retailer's profit and not that of the wholesaler. The success of the business, therefore, must depend largely on volume. Most of the houses of this character in Wall

Street employ what are called "business-getters"—that is, personal salesmen, who naturally circulate among the fairly well defined and hence limited lists of investors and traders.

The company had faith in greater possibilities than those disclosed by this sort of promotion. They knew that there were thousands of other possible investors, not only of those who could invest now, but of those who could well afford to do so if they could be induced to save.

They resolved to develop this field. They began advertising about four years ago in the newspapers of New York, Chicago and several other points, and also in a number of magazines; those having financial departments or carrying financial advertising.

The idea was to conduct an educational campaign in the magazines and to localize the interest so engendered by the employment of newspaper advertising, as well as to remind the regular investors and traders of specific securities to be had or specific things to do. The advertising expendi-

No. 22



Requires no Ironing

Those who do their own house work, board or travel, yet wish to dress always smart and in good taste, find the famous Serpentine Crepe a great boon. While the designs are printed in a large variety of color combinations, there are also twenty-six plain shades that make most artistic, yet inexpensive, house gowns, wrappers, kimonos (long and short), dressing esquees, slirtwasts, nightgowns, underwear, children's and misses' dresses, etc. The fact that Serpentine Crepe requires no ironing, the labor of keeping Serpentine Crepe garments clean is only a matter of washing.

Serpentine Crepe.

garments save their wearers great laundry expense. You can dress in excellent taste, have a large wardrobe with the least expense and but little labor, if you select the genuine Serpentine Crepe with the permanent crease.

The genuine has the words
SERPENTINE CREPE
embossed on the selvedge every yard. No other crease crepe is so satisfactory, so beautiful, and wears so long.

The Fall patterns of Serpentine Crepe are now on exhibition in all of Boston's Department Stores. Ask to see them.

RESULT-BRINGING COPY IN A LIST OF 25
OR 30 EVENING PAPERS

Changing a Name

The Publishers of
Mines *and* Minerals
Announce
that beginning with the
March 1913 Issue
the publication will resume
its former name
The Colliery Engineer
and will be devoted
entirely to
Coal Mining and Preparation

The change comes in response to an urgent demand from our coal mining readers for a purely technical coal mining monthly.

From the start, the circulation will be in excess of 10,600 a month—the largest paid-up circulation reaching the coal field.

This first number will be distributed to practically every general manager, mine manager, engineer, superintendent, inspector and foreman in the coal fields of America. And the March number will appear at a time when mines will be actively engaged in considering the purchase of new equipment and supplies!

An unusual advertising opportunity is offered you in this issue. Are you with us?

The Colliery Engineer

THE COAL MINING MONTHLY

Published at Scranton, Pa.

B



Do You Know the Number of Your Watch?

Have you ever heard of the police system for the recovery of lost and stolen watches? Library Bureau perfected it. When a pawnbroker makes a loan on a watch he must report the number. An L. B. card record is made at police headquarters by which the watch can be instantly traced. With less labor, five times as many watches are now recovered than ever before.

This is but one of the many valuable uses of L. B. cards. There are cards for bookkeeping, stock-keeping, mailing-lists, sales-records—for every department of every business.

Do you realize that the way to keep your business records complete, always up-to-date, permanent, easily accessible and yet saving of labor, is by the use of L. B. card methods? They bring efficiency into your business in place of red tape. Let us demonstrate this to you. Write for more detailed facts.

Library Bureau
Manufacturing Distributors of
Best and Time-Tested Office, School and Home Supplies
General Offices at 30 West Broadway, New York City
415 Broadway, New York
Chicago, Ill. 1800
Representatives in every State and Foreign Cities
Agents, New York: John J. Brown, Inc.
*All this happens to you, and you don't recall your watch number, ask your printer.

THIS ADVERTISER HAS HAD A SERIES OF STRIKING DISPLAYS

ture could not very well be unlimited. John Muir & Co. are, as said, not bankers, and therefore, cannot take a wholesale or underwriter's profit. They are brokers, limited to the broker's eighth of one per cent on a transaction. The margin of profit for advertising, therefore, is not large. The advantage to the house in getting new accounts on their books and thus being able to develop them into larger buyers, is the inducement to advertise, even in the small space to which they are more or less restricted by the conditions. They began with two inches, but during the past year they have doubled that. The advertising is running just at this time only, as said, in the New York City papers, but will doubtless be again extended to other cities when the market is more active.

Though the space is small, the house has been very successful in individualizing it and making it stand out. As one of the means to this end, the house styles itself "Specialists in Odd

Lots," and is creating and developing a very fine sort of good will for itself through popularizing this name. Each ad is keyed by the offer of a booklet, to be sent on request. About half of the replies are traceable, and hence a fairly good tab is kept on the pulling power of the medium.

"It cost us a good deal of money to experiment in mediums," said Gardiner S. Dresser, of the firm, who is responsible for the advertising, "but we have learned the way, and are very enthusiastic over the possibilities of the field. It is practically unlimited.

"For this reason we welcome competition. The more there are to advertise in the field, the

W.K. Kellogg
GUARANTEES TO THE PUBLIC
ANOTHER DELICIOUS FOOD



GOOD FOR ALL THE FOLKS ALL THE TIME
We have spent years making a whole-wheat food good enough to replace bread in nourishment and toast in flavor —
Good enough to satisfy any appetite at any time —
Even good enough to brand as KELLOGG'S!
The result is KELLOGG'S TOASTED WHEAT BISCUIT —
First of its kind.
Made of whole wheat — more nourishing than ordinary bread.
Thoroughly baked — a golden brown inside and outside.
The right size biscuit at last — firm, convenient and handy.
And Oh! you flavor!
The very first taste forms a habit.
At 12 cents a box, the new biscuit is better and cheaper than ordinary bread.
More nourishment to the ounce more flavor to the penny.
Tackle the folks with a box today. Ask your grocer.



W.K. Kellogg.

CAMPAIGN COPY IN NEW ENGLAND TERRITORY

quicker it will be developed, and we should, I am sure, get our proportionate share of the business. We are not, of course, pioneers in this advertising, nor the only ones now employing it, but there are nevertheless some unique features in our advertising."

The house has, in fact, lifted itself out of the ordinary groove by developing two specialties: the one mentioned, in "odd lots," and another which goes even further, investing and trading on the "partial payment plan." The first plan appeals to small investors and traders, and hence enlarges the possible public for John Muir & Co., while the latter goes a step further by encouraging investment and saving at the same time. It gives safety with a chance of profit as against margin trading, which gives a chance of profit without safety.

Three booklets are now being sent out in response to requests elicited by the advertising—namely, "Odd Lot Trading,"

"Partial Payment Plan," and "The Relative Value of the Fractions." Other booklets are being prepared as this is found to be an efficacious way of turning the inquirer's curiosity into a more particular interest.

On the whole, the advertising campaign has proved much more economical than the employing of "business-getters." A considerable number of new investors and traders have been developed. The average holding is about thirteen shares. These accounts will be gradually nursed along, and will not only be increased of themselves, but are expected, in turn, to influence others and bring in new business.

Another very interesting little newspaper success is that of the Chicago company, making Kelloggstone, a trade-marked exterior and interior cement or finish. Instead of leaving the matter in the hands of the architects and builders and endeavoring to work up a business through correspondence or salesmen, the company



George H Powell

Business Promotion

I am prepared to undertake expert investigation of new or old industrial enterprises in need of scientific advertising and selling campaigns, including finance.

When found worthy from officers to product and profit I am in a position to place the facts before live Boards of Trade and investors for co-operation. With proper capital and the product problem solved I will turn profits in the shortest time.

The particular service I give has long been needed throughout the country, and it is possible only because of my broad, successful experience in advertising, manufacturing and trade distribution.

GEO. H. POWELL, Union Bldg., Newark, N.J.

In Use By More Than 10,000

including 90% of the very large concerns in all lines throughout the United States.

They buy it for the sole purpose of using it as a guide for their Purchasing Departments.

Advertising in this book is sure to be seen by all of its subscribers when they are looking for the article advertised. None of our subscribers will look elsewhere. They have bought this work for the purpose.

Used as a Purchasing Guide by more concerns and bigger concerns than all trade papers and other reference books combined.



3,600 Pages
300,000 Names
60,000 Classifications
Price, \$15.00

For the Buyer and Purchasing Agent

Instantly furnishes the names of sources of supply for any article or specific kind of article (60,000) with the capital rating of each. Gives ALL names. Saves time and trouble.

For the Sales Manager, and for Mailing Lists

Instantly furnishes complete lists of manufacturers in any line desired, showing the capital rating of each name, at a fraction of the time and expense involved in otherwise securing the information.

Furnishes all the mailing lists you can possibly require (except dealers) at a total cost of \$15.00 per year.

The Double Classification Method obviates the troublesome duplication of names that is encountered in the use of any other classified book.

Thomas Pub. Co., New York

has started to build an agency organization through newspaper advertising.

It began by advertising for agents in some six cities. It exacted from these prospective agents the investment of some \$2,500 in a room or a building which should show on a practical scale the advantages of the material. Six of these agents were secured within a short time through the newspaper advertising and co-operation, together with the help of the newspaper representative who placed it.

The best of all "Breakfast Foods" is BREAD

Bread is higher in nutritive material than any of the so-called "breakfast foods" and it is much cheaper.

Besides—bread may be served in just as many tempting ways.

Nothing is better or easier to digest than milk and bread—or bread toasted to a golden brown and spread with butter—or bread fried in egg batter.



In fact, there's nothing that can take the place of bread at any meal—and there are many things that bread can well take the place of. More of it and less of other things will increase the family's health and decrease living expense.

Of course, you should be careful to get the best bread—bread that is light, fine-grained, thoroughly digestible—bread raised with Fleischmann's Yeast. Ask your baker:

**"Do You Use
FLEISCHMANN'S YEAST?"**

NEW USE OF TRADE FIGURE BY LONG-ESTABLISHED CONCERN

After the agents had been secured they were supported by local advertising. The results are said to have been exceptionally good. The plan and the advertising have now been extended to other cities.

Another account which is showing good results is that of Steero beef cubes. This has been until recently a magazine and street car campaign. It is marketed by a company which has a close connection with Schieffelin & Co., the drug wholesalers, and has the benefit of that company's national organization. It took moderate space in the newspapers of twelve cities the 1st of November, and has been getting good reports.

Another campaign which is reported as having achieved excellent results in the newspapers is that of the Pacific Mills of Boston, which is advertising its Serpentine Crepe in some twenty or thirty evening newspapers, including Boston, Washington, Indianapolis, Detroit, Buffalo, Montreal, Toronto, St. Louis, Denver, etc. The contracts run from twelve to fourteen thousand lines, each ad carrying an average of three hundred lines. The magazine advertising of Serpentine Crepe has been more in the line of general publicity. The newspaper copy is more in the nature of a news advertisement.

Colgate & Co. will, it is understood, make their first essay in newspaper advertising the last of this month. They have listed some fourteen or fifteen cities of one hundred thousand population or less, and are going in with fair-sized space.

A possible result of the consistent newspaper campaign of Horlick's Malted Milk has been the increase in Borden Milk advertising, which has been two to three times as much as ever before.

One of the most interesting new accounts in the newspaper field is that of the Gillette Safety Razor Company, which is making its first big campaign in the newspapers all over the country. The Gillette Company has, of course, been one of the largest national advertisers and users of street cars and billboards.

Another of the active newspaper advertisers this past fall is Larkin Co., manufacturers of soap and other articles, who have branches

The Best Seller— The Home Magazine

Every magazine's value to the advertiser is estimated from the proportion of its home circulation.

Where the total of home circulation is coincident with the total circulation, that subscription list is 100 per cent good. Other things, such as character of the homes, purchasing power, voluntary renewals, etc., being equal.

EXTENSION

is essentially a home magazine. Extension has household departments. It has a Pattern Dept. and a Children's Dept. It has a strictly news department, devoted to the Catholic doings of the day. It publishes stories of intense human interest and of broad appeal.

Let us send you a copy of this progressive monthly. Judge it by its class appeal; by the character of its editorials. Judge it even by its advertising. All these indicate the sort of homes to which it goes.

EXTENSION

The Catholic National Monthly

Circulation 175,000
Rate 75c per line

132 South Sherman Street
CHICAGO - - ILLINOIS

PROCTER & GAMBLE

"CRISCO"

Tried seven different plans when attempting to market their new product. And they had an experience of 75 years in marketing Ivory soap.

TRY YOUR PLAN IN

New England Local Cities

AND YOUR ADVERTISING IN

Local Daily Newspapers

The cities in these six northern states are the best cities to try your plan in. They are wideawake, progressive, ready to try a good thing if it looks good to them.

The local daily newspaper is the one sound, logical, low cost way that produces results.

Write any of these 10 papers for facts about their city, trade conditions, etc.

New Bedford Standard
and Mercury

Lynn, Mass., Item

Portland, Me., Express

Meriden, Ct., Record

Burlington, Vt., Free Press

New Haven, Ct., Register

Waterbury, Ct., Republican

Worcester, Mass., Gazette

Springfield, Mass., Union

Salem, Mass., News

in twelve cities and are advertising in the vicinity of these.

Johnson's Educator Food Company has been trying out an introductory newspaper campaign in Boston and Philadelphia, where they are said to be getting good results.

Other notable cultivators of the newspaper field are the Globe-Wernicke Company and the Library Bureau.

The Kellogg Toasted Corn Flake Company started last August a very interesting experiment to find out what kind of mediums would lend themselves most readily to the introduction of the company's new Toasted Wheat Biscuit. It has been employing newspapers in some parts of New England; demonstration, specialty chemists and newspapers in another part, Connecticut; sampling in Philadelphia and the street cars in Chicago. The newspaper copy is fairly large sized, and is giving a very good account of itself.

Fels & Co. continue one of the largest advertisers of soap in the East.

More than one eye is on the Fleischmann Yeast campaign in Eastern newspaper lists. The article has been considered a peculiarly difficult article to advertise. The company already has the lion's share of the trade with the bakers, and it cannot advertise its story directly and frankly to the consumer without running a chance of losing that trade.

It has to fight against the tendency of the housekeeper to buy the bread instead of making it. Its safety appears to be in raising the slogan "Eat more bread."

But these are only a few of the thousands of instances of interesting examples of newspaper campaigns, not necessarily the most striking or most important, but simply those which have passed under review and have something to recommend them to attention. The field has widened, there are more advertisers in it, more large advertisers, and a better quality of copy. And the growth and improvement have, it is predicted, taken a fresh start.

Everyone Worth While in

Portland, Maine

READS THE

Evening Express

Rather a strong statement, but an actual canvass shows that nine out of every ten families in Portland read the EXPRESS. It is the only evening paper in Portland, and as the EXPRESS is a mighty good newspaper—has to be to hold an exclusive afternoon field—anyone who does not read it is hardly worth while to any advertiser.

If your goods are not on sale in Portland you are overlooking good sales possibilities, if they are on sale here you can sell more of them if you tell about them in the EXPRESS.

JULIUS MATHEWS, Representative.

A Live Ad

For YOU

Circulation 3c per M.

Space—5,490 square feet.

Copy—Your best, set in 10 foot, 480 candle power type.

Illustration—1,575 square feet, with brilliant colored, moving effects.

Location—The only available piece of sky at Broadway and 42nd Street, New York.

I've plenty more interesting data

A. L. ANDREWS
1465 Broadway, New York

How would you like to have your advertisement seen and read by every one of those who make up the circulation which you pay for. You can experience this sensation, in dollars and cents, if you use

PHYSICAL CULTURE

It is one reason why keyed advertisements stay with us month in and month out.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns

A Profitable Investment

for every business is a year's subscription to

PRINTERS' INK

The Journal for Advertisers. No risks. Dividends payable weekly in ideas—number unlimited. Shares purchasable at any time—\$3.00.

PRINTERS' INK PUB. CO.
12 West 31st Street
New York

SPHINX CLUB DINNER MARKS NEW ERA

FIFTEEN PRESIDENTS AND CHAIRMEN OF ADVERTISING CLUBS IN NEW YORK, PHILADELPHIA, BOSTON AND CHICAGO, GUESTS OF NEW YORK CLUB, PROPHECY GREATER CO-OPERATION AMONG ADVERTISING MEN.

To the more than 200 members and guests of the Sphinx Club who sat down to its 124th dinner, held in the Astor Gallery of the Waldorf-Astoria January 14th, the occasion figured as one of the most significant in advertising annals. It did not inspire any perfervid oratory or produce any epochal disclosures. It was, in fact, much less a "feast of reason" than a "flow of soul." The fifteen guests who sat at the head table with President Collin Armstrong were the presidents or vice-presidents of the leading advertising organizations of New York, Boston, Philadelphia and Chicago; only one of the sixteen invited was unable to be present, the president of the Atlas Advertising Club, of Chicago. On account of this embarrassment of riches, it became necessary to limit the speakers to five minutes each. The effect was to secure a succession of greetings and pledges of fraternal co-operation, which ended by becoming very impressive, no less from the cumulative force of the sentiment than from the evident sincerity with which it was uttered by the individual advertising men.

The burden of the speeches was the fact that this "good-fellowship dinner" of the Sphinx Club must be taken to mark a new era in the relations of advertising men toward one another. There was, perhaps, no conscious development of the idea, but speaker after speaker pointed out that organization, even as to the smaller groups, had brought about a harmony already far greater than had been anticipated, and this could not help but redound ultimately to the advantage of advertising.

There were some of the sixteen members present who had sat down together at the first dinner,

held 'way back in 1896. Since that time the club has grown to a membership of more than 300, resident and non-resident, and the influence of the organization has been felt even in London, where an offshoot, also termed the Sphinx Club, is growing steadily in membership.

The dinner last week was enlivened by two orchestras, one a piano with strings and the other a piano with banjos, in the choruses of which the members joined. An "official book of the opera" had been provided through the courtesy of E. D. Gibbs, of Philadelphia.

The guests and speakers were as follows: George W. Coleman, president of the Associated Advertising Clubs of America; Bert M. Moses, president of the Association of American Advertisers; L. C. McChesney, president of the Association of National Advertising Managers; W. H. Ingersoll, president of the Advertising Men's League of New York; H. L. Bridgman, vice-president of the American Newspaper Publishers' Association and chairman of the Publishers' Association of New York City; William H. Johns, chairman of the Association of New York Advertising Agents; James M. Dunlap, president of the Chicago Advertising Association; J. W. Adams, general manager of the Daily Newspaper Association; Cyrus H. K. Curtis, president of the Periodical Publishers' Association; Carroll J. Swan, president of the Pilgrim Publicity Association, Boston; Hugh O'Donnell, vice-president of the Poor Richard Club, Philadelphia; Richard H. Waldo, president of the Quoin Club; F. L. E. Gauss, president of the Representatives Club; M. D. Hunton, president of the Six Point League, and Harry Tipper, president of the Technical Publicity Association.

President Curtis, introduced by President Armstrong as one whose career is a conspicuous refutation of Dr. Osler's famous theory, said that the idea of the advertising men getting together appealed to him very strongly, but a much more important question was, could they

In nearly every local city there is one paper that most well-informed men will tell you is the best. In

New Haven Connecticut

the well-informed man, the merchant who advertises and knows from experience, the newsdealer and the newsboys all say the

Evening Register

is the best daily newspaper in New Haven. It is the best newspaper, carries more news, more advertisements, and has more influence, than any other New Haven newspaper. This is the kind of a daily that will sell your goods.

JULIUS MATHEWS, Representative.

Open for Engagement

The services of an advertising and sales manager who has had ten years' experience embracing general business practice in the three branches of executive, productive and distributive.

To any firm wanting the services of one whose qualifications lead him to want a larger field for the exercise of those abilities which have enabled him to attain the highest office in his present connection, he will be glad to offer convincing proof and highest references. Address Robert, care of Printers' Ink.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

Denver Weekly Post

Has the largest circulation of any newspaper between the Missouri river and Pacific coast—exceeding

110,000

Paid Subscribers

We employ no agents or solicitors, all subscriptions are voluntary, no street sales or newsstand sales; every paper is delivered by Uncle Sam.

ADVERTISING RATE—FLAT

25c per Line \$3.50 per Inch
Classified, 3c per Word.

Subscription Price, 35c the Year

Send your advertising through any recognized agency or direct to

Denver Weekly Post

Post Bldg. DENVER, COLO.
Sample Copy and Circulation by States
on Request.

hold together? He said that was one of the difficulties with most of the groups of advertising men he knew. Advertising men were bound to differ radically in their views of ways and means, policies, etc., and the differences were often apt to appear more striking than the resemblances. But in spite of this he thought there was progress all along the way.

President Coleman, of the A. A. C. A., commended the fellowship idea. He spoke a few words with reference to the advertising club movement, which in itself stood for co-operation and good-fellowship. Co-operation he called the magic word of the twentieth century. In touching upon the educational activities of the movement, he paid tribute to Herbert S. Houston, chairman of the Educational Committee of the A. A. C. A., under whose guidance there had been issued the first official text-book and one of the soundest and most practical books on advertising yet written: Mr. Cherrington's "Advertising as a Business Force," a review of which is on page 145 of this issue of PRINTERS' INK. He held up a copy of the book, which he said was one of the first, just off the press that day, and referred to the fact that PRINTERS' INK had characterized this as a "real book" on advertising. He reminded the audience that the A. A. C. A. convention this year would be held at Baltimore, June 8-13.

President Dunlap, of the Chicago Advertising Association, brought the greetings of 540 members. Next May, he said, when they would move into their new building, now being finished, the first advertising building in the world to be built, to be named for and to be occupied by advertising men, they would doubtless be 800 strong. He felicitated the Sphinx Club on the breadth of spirit manifested in the undertaking, of which this dinner was the fruit.

President Swan, of the Pilgrim Publicity Association of Boston, announced that the Pilgrim Publicity Association is also planning to have an advertising building of its own, in the heart of the busi-

ness section. It is proposed to call it Publicity House. Already many tentative leases have been arranged. In this building there will be clubrooms for the association, a library, a reading room, grill rooms, offices, etc. It is being planned as a center of the advertising interests of New England, a monument to the advertising business in that city, and an open lodge for visiting advertising men.

President Hugh O'Donnell, of the Poor Richard Club of Philadelphia, told a number of humorous stories and recited John Boyle O'Reilly's well-known poem, "Bohemia," as fitting to the occasion.

President Ingersoll, of the Advertising Men's League, reminded Mr. Coleman that the league really antedated the A. A. C. A. in bringing out an advertising book of importance, in their case "The Principles of Arrangement." Seventy copies of this had just been sent for from Japan, he said. He said that, as a result of the lectures on that subject, the Standard Oil Company was paying the way of one of its advertising men through a course in the School of Art.

Chairman Johns, of the Association of New York Advertising Agents, told how the members of that association had been converted from mutual indifference, or even hostility, to a mutual respect and, in a large measure, co-operation.

Mr. Bridgman, vice-president of the American Newspaper Publishers' Association, said the air was full of charges of "commercialism" in magazine and newspaper work, but he held this meeting to be a complete refutation of the slander. "God speed commercialism," he said, "if it leads the way to such gatherings as this." It is for the men upstairs—the editors—to come down and see the example set by the men downstairs and follow it if they can.

The annual dinner of the Wisconsin Electrical Association was held in Milwaukee on January 15. Among the speakers was Charles L. Benjamin, advertising manager of the Cutler-Hammer Mfg. Co., Milwaukee.

Again!

For the entire year of 1912 (as in the two preceding years) The EVENING

Gazette

leads all Worcester dailies in amount of display advertising, during the six week days (THE GAZETTE has no Sunday edition). In

Worcester (Mass.)

THE GAZETTE is the popular vehicle for the public expressions of Worcester's Retail Merchants!

Largest City of Worcester circulation. Lowest rate, per thousand.

JULIUS MATHEWS, Representative.

**The Highest Priced
Advertising Service
in America.**

**You who believe that
high prices generally
mean better goods
write**

The BATES ADVERTISING CO.
5 Distinct Departments uniting on Sales
15 SPRUCE STREET, NEW YORK

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATTHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

New York, January 23, 1913

The Firm's Name as an Advertising Medium

Last summer PRINTERS' INK published a letter from a correspondent who was seriously wondering if it had not been a mistake for the Pennsylvania Railroad to have called its eighteen-hour train between New York and Chicago the "Pennsylvania Special" when it already had a "Pennsylvania Limited." Personally, he said, he was never sure whether it was the "Special" or the "Limited" that made the run in eighteen hours; he found many of his friends to whom he put the question confused, too. He pointed out the fact that nobody was ever confused about the name or character of the "Twentieth Century Limited," which was known certainly not less by its name than by the advertising of its name.

It is a fact, possibly having no connection with the letter, that the name of the "Pennsylvania Special" was changed within three months afterward to the "Broadway Limited," a much more sat-

isfactory name and one which really can compete for merit with the name of the New York Central's famous train.

The change, when it was made, awakened a good deal of speculation on this point, which the editor of PRINTERS' INK thought to satisfy by finding out the real reasons which prompted it. The road's reply is as follows:

THE PENNSYLVANIA RAILROAD CO.
PHILADELPHIA, Jan. 7, 1913.

To the Editor of PRINTERS' INK:

I have your query in respect to the dropping of the name "Pennsylvania Special" and the substitution for it of the "Broadway Limited." You are quite right in your assumption that the name applies to the Pennsylvania's fastest train to Chicago. It has been felt for some time that the old name was not distinctive enough to prevent its confusion with the Pennsylvania Limited, and in casting about for a unique designation the present title was adopted as an appropriate one.

It is obvious that the name of an advertised article, whether it is a particular brand of a product or a train, should carry an advertising value to make it effective. As the nearest railroad station to Broadway is the leaving and arriving point of this train, the embodying of Broadway in its title seems to identify it with the life and activities of the great thoroughfare.

F. N. BARKSDALE,
Advertising Agent.

The conclusion of which is, if you are not sure that you were right when you first went ahead, at least make it right before you pile up further misunderstanding and losses. Get the right name; get it first if you can, but get it. On first consideration, there may be a lot of good will locked up in the name, which you will seem to be jeopardizing, but if you are thoroughly convinced that the old name is wrong, then you may be sure that there is a great deal more good will in the ideal name which you are losing by not cashing in on it.

A few instances where this truth has been realized and acted upon occur to us offhand. For example, the United States Tire Company a year or so ago concluded that it was losing a great deal of potential good will by letting the public speculate as to the ownership and manufacturing source of the four tires which it was putting out. Once convinced that this was the case, it took up in earnest the considera-

tion of how the change could be brought about. It finally did it by extending the process of change over the period of a year or more and by increasingly playing up the name United States Tires and progressively minimizing from month to month the former trade-mark names. The change has now been completed, and the manufacturers are satisfied that it was accomplished without loss, and even without serious risk. The trade-mark value has really been switched to the new brand.

Another interesting instance, of a somewhat different character, is that of the Shredded Wheat Company. When it first began to manufacture Shredded Wheat, and for some years thereafter, it went under the name of the Natural Food Company, which at that time seemed to be an excellent name and to have advertising quality. However, the article which the company made soon came to have an advertising value of its own and the company doubtless realized that there was a certain large, if indefinite loss, through not realizing on it by making it a part of the company's name. This was afterwards done, and there is no question that the change has justified itself.

It has just been announced that the business which for forty years has been conducted under the name of Henri Nestlé, has recently been incorporated as Nestlé's Food Company. It would, of course, have been just as easy to incorporate as Henri Nestlé if that name had had superior advertising value. The thing, however, which is of value in this case is Nestlé's Food and that is the name which ought to appear in the firm name.

The Chicago Advertising Association after this is to be known as the Advertising Association of Chicago. It appears that the initials have been confused with the initials of the Chicago Athletic Association, and the advertising men are changing their own name as a matter of fair play in advertising and trade-marks. But in settling on the new name, the Advertising Association of

Chicago, they have realized that they have really got a name superior to the old one, inasmuch as the distinctive word "advertising" is given a prominence it did not have before, and thus both advertising and the association are advertised.

The moral, then, would appear to be that inasmuch as a firm name is as much an advertising medium as any other vehicle of publicity, the wise advertiser should embrace the opportunity to make it as nearly identical with the branded article he is promoting as is possible. When the public is asked to make two separate efforts of the will or memory to identify an article, there is sand in the gearing. Unlike that other benefactor of the human race who "makes two blades of grass grow where only one grew before," it is the business of an advertiser, at least so far as this one thing is concerned, to make one idea do when two did before.

PRINTERS' INK says:

It usually works out that the more pains taken with the copy beforehand, the less need of explanations afterwards.

A Legislative Absurdity

Under the constitutional amendment providing for the establishment of the initiative and referendum, the Ohio legislature is confronted with the necessity of passing or rejecting a bill "relative to regulating newspapers and the publication of nothing but the truth." It would be a pleasure in some respects to be able to designate the attempt as "half-baked," but that is impossible. It is hardly warmed through.

The chief concern to advertisers in the proposed statute is the provision that all publications offered for sale in the State of Ohio (including periodicals of every description) shall be regarded as public utilities, shall file with the Public Service Commission sworn statements of assets, liabilities, circulation, rates, etc., and shall be under the same general jurisdiction of the com-

mission as applies to other public utilities. In other words, periodicals published and circulated within the limits of the State of Ohio are to be regarded as common carriers, and are to charge for their service a rate which the Public Service Commission shall determine to be a "fair" rate. Furthermore, as a common carrier, a periodical would be bound to accept as a subscriber anybody who tendered the subscription price; must accept any advertisement which is offered with payment at the regular, established rate. As a means for securing "the publication of nothing but the truth," that ought to commend itself!

Another section of the bill provides that whenever a newspaper shall have published any false statement or allegation concerning any individual or company, or association, etc., the latter shall have the right to demand the publication of a retraction in a position equally prominent and to occupy equal space. The copy for the retraction is to be furnished by the offended individual, etc., must be sworn to, and must be run without change. If the latter wants more space than was accorded to the original derogatory statement, he can have as much as he wants, up to double the amount, upon payment of 25 cents per inch for the excess. "No newspaper company," the bill reads, "shall be held liable in any civil or criminal proceedings for anything in any such statement or article."

As the bill makes the individual the sole judge as to whether an offense has been committed, and compels the newspaper to publish a retraction "upon demand," we can see a chance for some of the swellest free reading notices that ever were perpetrated upon a guileless public. Who wouldn't like a couple of columns of "straight reading" in the *Cleveland Leader*, or the *Cincinnati Enquirer* at a maximum cost of 25 cents an inch for half of the space?

It is probable that the "more than 44,000 voters" who signed

the petition which put this bill up to the legislature are neither newspaper men nor advertisers. It seems rather an irony of fate that the newspapers whose agitation of the subject did so much toward the passage of the constitutional amendment should be the first enterprise threatened under its benevolent provisions. But probably the initiative, like a good many other things, cannot be fairly judged by its friends and adherents.

PRINTERS' INK says:

No, figures don't lie, but it's a poor mathematician who can't fool himself with them.

Small Dealer and the Parcel Post The *Grocery World and General Merchant* declares that the many people who are saying that the parcel post will help the small dealer know nothing whatever about the matter, and it wants to know how the new law can possibly prove to be of service to the merchant in a town of 2,000 inhabitants forty or fifty miles from a larger city.

The answer is not difficult.

The parcel post can be of considerable aid to such a merchant in the selling and delivering of light-weight merchandise if the merchant will, in his advertisements, really tell what he has for sale. The small dealer's loss of business has not always been because of the customer's desire to shop in the more distant and the larger store. Very often—as every resident of the country and the small town knows—the trouble has been that the small dealer didn't let his circle of customers know what he had. He has advertised that he had a "full line at the lowest prices" and waited for folks to come in and ask specifically for what they want. Result—they often guessed that he didn't have certain things advertised by the better-advertised stores when he did have them.

The parcel post will help the small dealer if he really tells something in his advertising space. If he won't, it won't!

THE PUBLISHER AND THE AUDITOR

CLINTON H. SCOVELL & COMPANY
CERTIFIED PUBLIC ACCOUNTANTS—INDUSTRIAL ENGINEERS

BOSTON, Jan. 13, 1913.

Editor of PRINTERS' INK:

I have read with considerable interest the discussion in regard to guaranteed circulation, partly because we are doing a good deal of advertising ourselves, considering the size of our business, but also because a guarantee of circulation implies the use of public accountants in one way or another in connection with the publisher's records and accounts.

For our own part, we are decidedly in that class of advertisers referred to by Mr. Eastman, in that we are after direct returns, and that we select our advertising mediums for special purposes. It seems to us that Mr. Wood rightly places great emphasis on the argument of quality as well as quantity, but we fail to see why a guarantee of circulation is not just as interesting to one who advertises in the *Atlantic Monthly* or *Boston Transcript* as to one who advertises in *Everybody's Magazine* or the *New York American*. It seems to us that quality and quantity are separate factors to be given their relative importance according to the circumstances of each case, but that one does not in any sense take the place of the other.

We are certain that Mr. Wood has made an unnecessary obstacle of the required audit of publishers' accounts. As a matter of fact, there are at least a dozen firms of accountants in the United States whose reputation for careful, honest work, and whose thorough understanding of the requirements in the case, should make their certificate as to circulation acceptable to any intelligent advertiser.

Advertisers themselves are already employing certified public accountants, usually of their own selection, expecting that the certified balance sheets which the accountants supply will be accepted by banks all over the country. The publishers' problem in regard to circulation seems to us in every way analogous to the business man's problem in regard to credit, and there is no more reason to suppose that ten different banks buying the commercial paper of the Cream of Wheat Company would ask for the certificate of more than one reputable accountant, than there is for the Cream of Wheat Company and other advertisers to ask for more than one certificate as to the circulation of a periodical in which they place their advertising.

C. H. SCOVELL.

John R. Hazard, who has been with Munn & Co., New York, for two years, as advertising manager of *American Homes and Gardens*, has recently been appointed Eastern manager of the *Bungalow Magazine*, of Seattle.

M. S. Connelly is now located in Syracuse as a resident representative of Charles W. Hoyt, New Haven, Conn.

HOW WELLS FARGO PRESIDENT VIEWS PARCEL POST COM-PETITION

In a signed editorial in the *Wells Fargo Messenger*, for February, B. D. Caldwell, president of the company, writes to his employees about "Personal Service" as follows:

"The new-born year brought to the express a competitor worthy of its mettle—the new parcel post. This country has had a parcel post for many years. The new plan, is, however, a radical enlargement of the old, in raising the weight limit of packages from four to eleven pounds, in establishing a lower scale of rates through a zone system and in requiring the issue of a special series of stamps.

"A great many Wells Fargo men have hardly known just how to view this new competitor. There should be no hesitancy as to their attitude. They should treat this newcomer as worthy of respect, realizing that he represents Governmental policy and is an experiment of national interest. And they should remember that the express, vital to the commercial life of the nation, gains growth and strength not by opposing competition, but by rendering a service which best meets public necessity and convenience.

"For three-quarters of a century the express has been a vital part in the greatest commercial growth the world has ever witnessed, and Wells Fargo & Company's service is to-day a mighty factor in the life of the nation. The Wells Fargo pony rider, with his saddle bags, rendered a personal service. Personal service is an essential to the express. It is individual. More than one-half of its employees comes in personal touch with the public.

"The parcel post thus becomes a competitor, not only of the company, but of every man in its service. Hence, the newcomer, as an important factor in small parcel transportation, is neither to be belittled nor overestimated, but calls most for renewed efforts on the part of Wells Fargo men to maintain the company's standard of service, as the basis of public favor and patronage."

BALTIMORE CLUB'S COMMITTEE

President E. J. Shay, of the Advertising Club of Baltimore, has appointed Alfred I. Hart, editor of the *Old Bay Line Magazine*, chairman of the press and publicity committee. The other members of the committee are: Walter R. Hough, city editor *Baltimore Star*; William B. Kines, city editor *Baltimore American*; J. Edwin Murphy, city editor *Baltimore Evening News*; John C. Cullen, city editor *Evening Sun*; Clarke J. Fitzpatrick, city editor the *Sun*; J. Hampton Baumgartner, publicity representative of the B. & O. R. R.; Hugh Hassan, Jr., district passenger agent Northern Central Ry. (Pa. R. R.); Robert E. Lee, personal representative of Mayor Preston; Word H. Mills, assistant secretary of the Advertising Club of Baltimore, and Walter S. Hamburger, advertising manager of Hochschild, Kohn & Co.

"COLLIER'S" LIST OF NEW ADVERTISERS IN 1912

[EDITORIAL NOTE:—The list below is made up only of "Eastern" concerns, *Colliers'* not having as yet compiled the names of those in the "West."]

NEW YORK CITY

A. J. Packard, auto access; Texas Co., motor oil; Trio Device Co., radiator cap; U. S. Light & Heating Co., batteries and lights; Electrical Vehicle Assn. of Amer., autos; General Vehicle Co., auto trucks; International Motor Co., auto trucks; F. B. Warner, rose seeds; Holt Mfg. Co., farming machine; F. E. Carpenter Co., fence; Dr. E. F. Brush, kumys; Evans & Sons, lime juice; Prana-Carbonic Syphon Water, water; Stone & Webster Engineering Co., building materials; Vose Supply Co., cement; G. Gennert, cameras; Herbert Huesgen, cameras; J. L. Lewis, cameras; Chas. Spitz, candy; Adams & Co., investments; Ashley & Co., investments; Bayne Ring Co., banking; Eastman Dillon Co., banking; Megargel & Co., bankers; Nat'l Surety Co., banking; Rhoades & Co., banking; Smith-Tevis-Hanford Co., investments; Wm. Salomon, banking; Kean Taylor Co., banking; A. Van Dien, banking; F. E. Briggs Co., motor insurance; J. D. Gabler, real estate; Union First Mtgs. Co., real estate; Committee of Ninety-Nine, finance general; Universal Sunshine Society (Mrs. Jane Pierce), finance; Francis H. Leggett & Co., food products; J. R. Maguire, honey; Oleomargarine, butter; Royal Specialty Co., bouillon capsules; Worcester Salt Co., salt; P. J. Allen, dolls; John Bing, toys; Modern Electrics, Belerolt; Wm. Scales, folding light box; W. W. Smith Co., gloves; Fifth Ave. Mail Order Co., hosiery; The Stocking Store, hosiery; Grand Union Hotel, hotels; Le Marquis Hotel, hotel; Oriental Hotel, hotel; Palace Hotel, hotel; Peak Hydro Hotel, hotel; Piccadilly Hotel, hotel; Art China Imp'tg. Co., china; Boettiger, cream dipper; Economy Sales, vacuum washer; Lowell Mfg. Co., clothesline holder; Robinson Baking Tester Co., baking tester; Arnold Constable, furniture; Minnet & Co., furniture; American Voltite Co., silver polish; Jones Brindisi, rugs; Eastern Specialty Co., polishing cloth; Evergrip Caster Co., casters; Minton Flührer, silent waitress; Galt & McCutcheon, lamps; General Appliance, vacuum cleaner; Kote-On, silver polish; Kraemer Mfg. Co., lights; S. A. Maxwell, rug border; G. H. McPaddin, table lamps; Monarch Vacuum Cleaner Co., cleaner; New York Art Novelty Co., table covers; R. H. Rellim Mfg. Co., silver polish; Rosenfield Mfg. Co., suction sweeper; Sanitary Filter Co., filter; Crown Baby Cap Co., baby caps; No-Vac Nursing Bottle Co., nursing bottle; Amer. Gem & Mining Co., sapphires; James Bergman, jewelry; Coghlan Electric Clock, clock; Defiance Jewelry Co., jewelry; Dieges & Clust, class pins; E. M. Gattle & Co., jewelry; India Co., jewelry; M. P. R. Mfg. Co., class pins; Maiden Lane Sales Co., jewelry; J. A. Myer Co., jewelry; Robert Orr, jewelry; T. B. Starr, Inc., jewelry; Chas. L. Tront & Co., jewelry;

United Watch Mfg. Co., watches; White Sapphire Jewelry Co., sapphires; Aquaram Engine Co., supply engine; Richard Fink & Co., Roth Orthopedic Inst., health appl.; Rowan Sales Co., health appl.; Dr. Julian P. Thomas, health appl.; Climatic Raincoat Co., raincoats; English Raincoat Tailors, raincoats; E. Roberts, clothing; Studd & Millington, overcoats; Wetzel, overcoats; Delpark, Inc., men's goods; Everclean Collar & Cuff Co., men's collars; Grean Shoulder Form & Pad Co., shoulder pads; H. O. Horn & Bros., men's bath robes; League Collar Co., collars; Martin Lopy & Co., straw hats; New Columbia Shirt Co., men's shirts; Rallock Retainer Co., collar buttons; Rex Leather Works, card cases; Specialties Supply Co., scarf rack; Belt Butler Co., cash for raw furs; H. B. Dye, position wanted; Len Fleming & Co., selling proposition; Lederle Laboratories, laboratory; Alexander Graham, church organization; A. Powell Mfg. Co., selling prop.; Mono Crest Co., selling prop.; Romeike, Inc., press clippings; Sunbeam Photo Co., agents wanted; The Gilman Co., salesman wanted; Wilson & Marshall Enroll. Comm. (Rolla Wells), Wilson's message to American people; Wm. Wood & Co., selling prop.; Condon Autostop Co., talking machine stop; August Comunder & Son., violin; Jos. W. Stern, music folio; Artistic Paper Flower Co., paper flowers; Dempsey-Carroll, wedding invitations; Vita Herbert, post cards; Horton Bros., engraving; F. B. Howard, gold pocket lighter; Moses King Co., views of N. Y.; Kraemer Mfg. Co., pocket lighter; Long Sang Ti Curio, unique Xmas gifts; Lucky Dime Bank, bank; Montross Galleries, water colors; Munro's Publishing House, post cards; Nakaya, oriental novelties; Geo. E. Newcomb, folio; Gross Onard Co., post cards; Leona Radnor, moving picture plan; J. Raymond (Miss Loot), art pictures; C. Spencer, personal Xmas cards; E. Steiger & Co., kindergarten outfit; Tcharic Simleh & Co., Aladdin ash pot; E. B. Winslow, post cards; Ritzheimer Typewriter Co., typewriter; Arithostyle Co., adding machine; Baumgarten & Co., telephones; Bax Will Form, will form; Cook & Cobb Co., pens; Diamond Pen Point Co., pen points; Koller & Smith, Inc., auto private secretary; B. D. Lynn Index Co., index; Raphael, pencils; Rapid Addressing Machine (Belknap & Co.), addressing mach.; Sun Check Writer Co., check writer mach.; Type Speed Key Co., speed key; Mrs. Adair, beauty specialist; Robert Duncan Co., phys. cult.; Prof. A. P. Schmidt, phys. cult.; L. Strongfort, phys. cult.; C. M. Reynolds, ladies' neckwear; H. Samuelson, neckwear; Amer. Humane, book; Bancroft Co., books; George Barrie & Sons, books; Business Book Bureau, books; Chas. H. Ditson, books; Financial Press, pocket manual; Lamb Pub. Co., book on poems; New Church Board of Publications, books; F. B. Warner, books; H. Wolff, books; American City, magazine; Arts and Decorations, magazine; Co-Operative Mfrs. Assn., style book; Fine Arts Publishing, magazine; International Bible Students, magazine; Journal of Outdoor Life, magazine; E. F. Morri-

First I Thought—

“It Won’t Pay!”

Then I Thought—

“It Might Pay?”

Then I Decided—

“I Will Take a Flyer”

So That’s Why YOU
Get This Chance

Coupon No. 1672

Daniel T. Mallett

Hackensack, New Jersey

Mail undersigned a free Specimen Copy of your
new dollar magazine called CHOICE-BITS. If
I like it you may get another subscriber.

Name

Street

City State

NOTE:—A Postal Card, Letter or Telegram will do as well.

son, publication; Motion Picture Story Magazine, magazine; Progressive Party, books; Benjamin Sherbow, magazine; Suburban Press, magazine; N. Y. Schl. of Secretaries, corres. school; Palmer Method Corres. School, corres. school; Practical Corres. School, corres. school; School of Modern Selling, corres. school; McGinnis & Meehan, razor strops; Rauh Cutlery Co., razors; United Safety Razor Co., razors; Zig Zag Shop, razors; U. S. Rubber Company, men's rubbers; Wm. Wicke, eyelet tapes; Commercial Distributing Co., pipe cleaner; Straiton & Storm, (United Cigar Mfrs.), Robert Burns cigars; Johnson's Chemical Co., foot soap; A. Lloyd & Co., shaving cream; Auto Pneumatic Co., swimming belt; Bell Chemical Co., peroxide cream; Imperatrix Co., complexion cream; Importers, face cream; A. Liza, face cream; Simon & Cie, complexion powder; Amytis Co., perfumes; Hanson Jencks, perfumes; Frothall Mfg. Co., perspiration powder; Reddan Specialty Co., shower bath; Alca Mfg., garden tools; Ward D. Foster, tours; Town & Country Bureau, tours; Lane Bryant, women's clothing; Foster Glove & Mercantile Co., women's waists; N. Y. Garment Co., women's suits; E. Vollenweider, robes; Wm. Anderson, Scotch zephyr; Bontex Co. (Clafin & Co.), wash fabrics; Coquette, hair nets; Madam Coyle, vanity vault; French Pattern House, patterns; Lincoln Woolen Co., dress goods; Meyer, Martin & Danda, embroidery floss; Charles Read, crochet hook; H. Schoch, hand embroideries; Smith Bros. Lace Co., lace; G. A. Stafford & Co., dress goods; Waldes Co., dress fasteners; David Basch, belts; Sara Elon Bastedo, neckwear; A. Bernard Mfg. Co., hand bags; Case Imptg. & Mfg. Co., plumes; E-Z on Collar Supporters Co., collar supporters; Hand Embroidery Co., hand embroidery; Klosht Petticoat Co., petticoats; Newport Mfg. Co., hose supporters; N. Y. Fashion Guide, plumes; Paragon Embroidery Co., embroidery; George A. Powell, woman's fshgs; Charles A. Schaefer, plumes; Smith & Canfield, hatpins; Smith & Hogg, wash flannels; Madame Jeanne, corsets; City Metaline Co., metaline bushings; Radiator Shelf Bracket Co., brackets; Security Transfer & Register Co., finance; Rex Hosiery Co., hosiery; Knickerbocker Hand Sewing Machine, sewing machines; W. E. Hunt, furniture; Amer. Rug & Radical Carpet Cleaner, cleaning corp.; Autocraft Mfg. Co., heating and lighting; Christian Bros., solder; Gliding castor, castor house; Sanitop Co., household fshgs.; Temple Sales Co., burglar alarm; Beginners' Assistant, musical attachment; Tindale & Co., musical cabinet; Danda Mfg. Co., key purse; A. B. Stockham, books, Adv. and Selling, magazine; Grease Paint Magazine, publishing; Car O. van Co., soap; Champion Soap Co., soap; O-Kami-San Toilet Preparations, sachet; Geisha Imptg. Co., talcum powder; Double Claw Hammer Co., hammers; Cliffe Raincoat Co., raincoats; Sara Hadley, laces; Charles Pate, bust form; Scuola Industriale & Italian Co., embroidery bag; Clark Round Apron Co., aprons; Peetz Corset Co., corsets.

NEW YORK STATE

E. C. Brown, auto spray; Brown Co.,

tire pump; J. W. Grumiaux Oat-ka Tire Remover, tire remover; Kellogg Mfg. Co., tire pump; Security Reliner Co., tire reliner; U. S. Compound Co., Apex radiator cleanser; Lippard Stewart Motor Car Co., motor trucks; Coldwell, Wilcox Co., gates, fences; H. W. Gardiner, water narcissi; Wood Mosaic Co., mosaic floors; Malt Food Products Co., Mellamalt; Security Building, finance; Security Mutual Life Insurance, insurance; Miss Ella North, grape fruit; Chautauqua Dairy Co. (Shefford Snappy Cheese), cheese; Niagara Motor Car Co., children's autos; Arnold & Aborn, coffee percolators; A. J. Deer, coffee grinder; Diamond Electric Co., irons; Holt Lyon Co., egg beater; Kitchenette Co., dish washer; A. E. Spencer, laundry paddle; Century Cabinet Co., bookcases; Auburn Specialties (Blitz), polishing cloth; Bigelow Co., vacuum cleaner; Buffalo Dehn Co., picture hooks; Germ Death Duster Co., dusters; Ideal Rug Co., rugs; Marcus & Bros., dusters; McGraw Mfg. Co., sewing tray; Buffalo Baby Carriage, baby carriages; Niagara Ring Co., rings; Saunders Mfg. Co., name brooch; Myers Co., cuff links; Smith, Arlington Co., men's shirts; Case Imptg. & Novelty Co., business prop.; Pease Mfg. Co., business prop.; Queen Fabric Mfg. Co., business prop.; Cowring Co., Paraklip; Crescent Co., post cards; A. W. Gage Co., portrait painter; Mohonk Salesroom, Mexican novelties; Peter Paul, wedding invitations; Amer. Sales Book, sales book; Francis Harris, leather desk seat; Dent Co., dog book; Earl W. Gage, book; G. T. Hopewell, book; Ceramic Studio Pub. Co., magazine; National Schl. of Nursing, corres. school; Patterson Civil Service School, corres. school; Shu Tree Shiner Co., shoe tree; Reliable Shoe Dealer, women's shoes; George S. Frost, pipes; Charles Dallock, pipes; Rogers Warner, cigars; Sterling Engine Co., engines; Rick Cycle Works, cycles; Oswego Tire Co., tires; National Tube Flavor Co., dentifrice; F. E. Loftie, restorers; Silent Flow Mfg. Co., bath fixtures; Royal Dutch West India Mail, tours; Bacon Chappel Co., waists; C. G. F. Co., petticoats; Irish Linen Hdkf. Co., handkerchiefs; Union Silk Mills, penants; Julia V. Helmar, waists; The Holley Co., sanitary aprons; Interstate Bag Co., garment bag; J. M. Jewett & Sons, furs; Livingston Lace Co., lace.

NEW ENGLAND

Hall Thompson, carbon remover; Harris Oil Co., crude oil; Edward Gillette, ferns; Maine Plant Co., plants; S. S. Pratt, strawberry plants; G. D. Tilley, canaries; Moxie Co., Moxie; Pike Camera Co., cameras; Hotchkin & Co., banking; Adams & Keeler, real estate; Raymond S. Thomas, real estate; Kidder, Peabody & Co., contributions; Ridge Food Co., baby food; Bell's Seasoning Co., seasoning; W. A. Castle, olive oil; J. H. Hale, apples; Lord Brothers, codfish; Oyster Growers & Dealers Ass'n of N. A., oysters; Boston Novelty Co., toys; Crawford Hosiery Co., women's hosiery; Boston Amer. Hotel & Travel Bureau, hotel; Commonwealth Resort, hotel; Paul Revere Silver Co., silver; Hotel Taft, hotel; Silver Specialty Co., silver; Ber-

nard Aluminum Co., kitchenware; Dorsey Mfg. Co., egg beater; Hawthorne Mfg. Co., clothes line; Jones, McDuffee & Stratton Co., tea infuser; Rapid Vacuum Cleaner, vacuum washer; Sawyer Crystal Blue Co., bluing; Amory Browne Co., blankets; Boston Iron Wks., window cleaner; C. A. M. Brass Lacquer Co., brasswork; Columbia Insecticide, vermin killer; Charles Cook, brooms; Frederick Durham, fir pillows; Elbow Steel Unit Co., steel unit box; Everson Mfg. Co., vacuum cleaner; Hunt Metal Corner Co., corn forks; Novitas Sales Co., magic lighter; Reeves Vacuum Cleaner Co., vacuum cleaner; Safety Gas Lighter Co., gas lighter; Infants' Specialty Shop, bassinette; Ross Company, Saxony Mills; Saxony Knitting Mills, infants' goods; Amer. Jeweler's Findings, jewelry; Bristol Jewelry Co., jewelry; Eagle Watch & Jewelry Co., jewelry; Greeley Jewelry, jewelry; Opley's College & Fraternity Decorations, jewelry; Smith Webbing Co., men's belts; Best Mfg. Co., selling prop.; Columbia Novelty Co., selling prop.; Durable Company, business prop.; National Games Co., agents wanted; G. F. Redmont, business prop.; P. B. Skirt Co., business prop.; Stanwood Mfg. Co., agents wanted; A. M. Davis Co., Xmas cards; W. Hesselein, old coins; Wm. George Sargent, portraits; H. C. White, radiopaque; Woodbury & Co., post cards; Wood Ellis Co., sewing set; George B. Graff, envelopes; Crocker, McElwain Co., papers; Parsons Paper Co., papers; Puritan Mailing Machine, envelope

sealer; Amer. Optical Co., spectacles; Bennett & Bailey, books; Mrs. E. A. Clark, pamphlet; Edward Elliott, books; Dana Estes Co., books; Human Welfare Publications, books; Publishers of Good Stories, books; C. M. Spalding, gift book; D. B. Uptik, books; G. S. Vildert, books; Miss S. Willard, books; Woodside Publishing Co., cook books; Horace Worth, books; Associate Department, literature; Commercial Travelers Magazine, magazines; L. C. Thatcher, magazine; Mass. Mfg. Co., shaving brush; Whiting & Adams Co., shaving brush; L. & B. Company, shoe trees; Revere Rubber Co., rubber heels; H. F. Crawford Mfg. Co., arch support; Thayer, McNeil & Hodgkins, shoes; F. E. Chester, baseball; Peerless Motor Cycle Co., motorcycle; Can Mfg. Co., false teeth cleaner; Arthur Chemical Co., corn remover; Colonial Sales Co., vaco massager; Fanning Sales Co., water bottles; Gillette Mfg. Co., hot water bottles; La Mignon Mfg. Co., neck bleach; Portland Sales, adjustable mirror; Billings & Spencer, tools; G. M. Perry, sewing awl; Pike Mfg. Co., tools; United Light & Ry. Co., railroad; Brown's Folding Umbrella Co., umbrellas; Peace Dale Co-operative Stores, steamer rugs; Berkeley Co., cambric; Bullard Thread Co., thread; Renfrew Mfg. Co., dress fabric; Rogers & Hubbard, ivory rings; Sterling Name Tape Co., woven names; M. S. Fastener Co., fasteners; Cynthia Mills, crochet bags; Pohlson's Gift Shop, sachet bags.

PHILADELPHIA AND SOUTH
Atwater Kent Mfg. Co., motor and

A Philadelphia Publisher Paid Me \$100

some time ago to look carefully into that subject of growing importance—ad service bureaus in publishers' offices—and to submit a report on what aggressive publishers of newspapers, technical papers and other forms of advertising space are doing—their *experiences, organizations, methods, forms*, etc. I once had charge of such a work and the job of getting the full facts was an interesting one.

The Philadelphia publisher says he was well satisfied to pay the \$100. I have four carbons of that report, covering nearly fifty pages each. It would take you considerable time to gather such valuable data. Will send you a copy for \$25, satisfaction guaranteed. Or, if you are a publisher of a newspaper, trade or technical paper and are afraid to trust me, I'll trust you and send a copy on your promise to pay if satisfied.

Many who buy space don't know how to use it well. To build for the future, to get steady business instead of spasmodic orders, you must help advertisers to make your space pay. In doing that you will learn how to sell space better. Get a line on what is being done by the "live wire" publishers, and put a bright young man on this creative job. If you don't know such a man, maybe I can help you find one. I did that for the Philadelphia publisher, and it won't cost you anything extra if I can do it for you.

S. Roland Hall, Principal, Schools of Selling, I. C. S., Scranton, Pa.

1847 ROGERS BROS.

"Silver Plate that Wears"

The famous trade mark 1847 ROGERS BROS.
guarantees the *heaviest* triple plate.



OLD COLONY
PATTERN

Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.

NEW YORK CHICAGO SAN FRANCISCO



The Girl

No Thoughtful Advertiser



who figures to spend much or little for 1913 can afford to overlook the prosperous Pittsburgh field—which is most thoroughly reached through the advertising columns of

THE PITTSBURGH SUN

Every Afternoon (except Sunday)

Its greatest growth in circulation and advertising gains is the proof of its great buying power among its readers. Why not start something now?

EMIL M. SCHOLZ, General Manager.
Cone, Lorenzen & Woodman,
Foreign Representatives,
New York. Chicago.

PRINTERS' INK NEW RATE CARD

BECOMES EFFECTIVE

FEBRUARY 1, 1913

Did You in 1893 or 1894

Take Life Insurance for \$10,000 (or more) dividends deferred in any American company on which premiums to date are paid? If yes, I have interesting and profitable information.

J. A. STEELE, 170 Broadway, NEW YORK

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 128,384

AUXILIARIES TO PUBLICITY CAMPAIGNS

W. A. ANDERSON & CO.
81-83 FULTON ST. NEW YORK

DESIGNERS-IMPORTERS-MANUFACTURERS

ADVERTISING SPECIALTIES

auto horns; Wm. Ayres & Son, horse blankets; S. H. Benner, auto oil; Walter Gilmer, Jr., tire repair plier; Jenkins Emergency Wheel Co., tire rims; Penn Flexible Metallic Tubing, tube for autos; W. F. Allen, seeds; Cooley Farm, chickens; Ingleside Farm Co., poultry; Kerr Chickery, poultry; S. L. Allen & Co., garden tools; W. R. Gray, plants; Gt. Waveren Kruyff (Amer. Branch House), Dutch bulbs; Jersey Mushroom Co., mushrooms; Montvale Farms, potato patch; Peacock Dahlia Farm, dahlia roots; G. H. Peterson, book on flowers; Village View Orchards, apple orchard; Johnston & Guthrie Co., plumber's outfit; Maddock & Son, fixtures; Mallory Mfg. Co., shutters; Reymer Bros., candy; Walter F. Ware Co., chewing gum; Dick Bros. & Co., investments; Hight & Co., investments; O'Donnell & Co., banking; Randolph & Co., banking; R. Smith, investments; U. S. Savings Bank, investments; Frank Walter, investments; Washington Land & Mfg. Co., investments; Accident Underwriters, insurance; German Commercial Accident Co., insurance; Lumberport Gas Co., investments; National Salt Co., stockholders; Angus Watson, sardines; A. Colburn Co., mustard; Crane Ice Cream Co., imported fruits; Grand View Farm, country sausages; J. D. Hull Bros., honey; Moland & Son, bacon; Pompeian Co., olive oil; Producers' Sales Agency, herring; Virginia Products Co., apples; D. McKay, card game; Schwartz & Co., trick cards; Getmor Hosiery Mills, hosiery; Thomas E. Brown & Sons, hosiery; Highland Hosiery Co., hosiery; Quaker Knit Hosiery Co., hosiery; Triplewear Hosiery, hosiery; Hotel Powhatan, hotels; Lakewood Hotel, hotels; Philadelphia Mfg. Co., silverware; Homer Laughlin China Co., china; Wright, Lyndale & Van Roden, dinner sets; Thomas, Robert, Stevenson Co., Fortune gas range; Vapor Vacuum Heating, attachment for stove; Monroe Hall Furniture Co., furniture; H. & E. Walker, furniture; Moore & Merritt Co., furniture; Auto Nesto Sales, tumblers; Botanical Mfg. Co., rat corn; Bradford Vacuum Cleaner Co., vacuum cleaner; Eugene Carraigne, closet; Duntley Products Co., vacuum cleaner; Hess & Co., solder; H. H. Hogle, heat regulator; Mentholated Pine Pillow Co., pillows; Orinoka Mills, draperies; Philadelphia Mfrs. Ass'n, window curtains; Roxborough Rug Co., rugs; Southern Feather & Pillow Co., feather beds; Victor Roller Tray Co., trays; Dairy Nursery Co., infants' bottles; Hohfeld Mfg. Co., infants' wear; Amer. Necklace Co., jewelry; McIntire Co., class pins; W. Rexford Co., jewelry; Sirron Mfg. Co., jewelry; Union Emblem Co., class pins; Baltimore Co., tank; Stiltz Co., machinery; Dr. Kinney, sanitarium; Overlook Hospital, hospital; Henry Sonneborn (Styleplus), men's clothing; J. N. White, pants; L. D. Berger, roller brush; Blauvelt Knitting Co., sweaters; Vindex Shirt Co., shirts; Adams Music Co., songs; Armor Plate Glass Co., selling prop.; Birmingham & Radcliffe Co., dialogues; Box 2, build your fortune; Box A. M. 276, business prop.; Brown's Mill, miscellaneous; M. E. De Voll, selling prop.; George A. Hutchinson, business prop.;

Isabelle Inez, selling prop.; Keystone Novelty Co., selling prop.; Samuel Krueger, business prop.; Lock Box 254, business prop.; Manufactures, selling prop.; O. & S. Novelty Co., selling prop.; Odell, May Co., song poems wanted; Sedmore Co., business prop.; B. & R. Seven, business prop.; D. L. Silver, business prop.; Mrs. Tucker, business prop.; Turner & Cornwall Feather Dealer, selling prop.; Wilbert Co., business prop.; Pooley Furniture Co., record cabinet; Adam Pietz, engraving; College Memorabilia Co., scrap book; Fogelsanger, calendar; Aunt Jemima, badges and buttons; Keene & Co., novelties; New Idea Post Card Co., post cards; Mrs. H. S. Opdycke, Xmas novelties; Philadelphia Smelting Co., old gold teeth; Post Card Distributing Co., post cards; Rockwell Printing Co., calendars; Ruben Press, engraved cards; G. W. Witt, water color; Wolf & Co., calendars; Wright Mfg. Co., cigar lighters; Stephen Green, freight revenue tables; Hammermill Paper Co., paper; Hygienic Telephone Disc, Sani-Phone Southern Stamp Co., records; Van Winkle Pen Co., pens; Randolph & Co., patents; E. A. Andrews, books; M. De Lannoye, books; C. H. Graves, books; The Initiative Referendum and Recall, books; International Bible House, books; C. W. Jacobs & Co., books; B. F. Johnson, manuscript; Mahaffey Co., books; Thomas H. Manticoke, recipes; Opus Publishing Co., books; Publicity Bureau (Pan Amer. Union), books; Rancocas Poultry Farm, books; Farmer Smith, books; Mrs. Stanton, recipes; Jones, magazines; Southern Classical Press Co., publications; Westminister Press Co., publications; Aschenbach Co., shoes; Rose Bros., umbrella; P. H. Hanes, underwear; Glen Rock Woolen Co., suits; B. Solomon, clothing; H. C. Goodrich, hooks and eyes; Home Woolen Mills, cloth; May Belt Buckle Co., belt buckles; Nu Bone Corset Co., corset bones; Orinoka Mills, fabrics; Quality Shop, embroidery; Silk & Satin Supply Co., dress goods; Universal Pad Co., coat foundations; Weil Fabric Co., cloth; R. H. Comey Co., Raffia work; E. Kelly, dry cleaning; Lit Bros., millinery; Long Life Silk Co., silk petticoats; McKinley Cleaning, dry cleaning; New Jersey Lace Co., lace; Royal Flower & Feather Co., flowers and feathers.

W. H. JENKINS WITH MACMANUS

W. Haddon Jenkins has resigned as advertising manager of *Motor Print* to become merchandising expert for the MacManus Company, Detroit.

Mr. Jenkins began his agency experience with the Ireland Agency of Philadelphia, and was later branch manager for Albert Frank & Co., going from there to the J. Walter Thompson Company.

Sam W. DuBois, who for a number of years has been connected with different special newspaper representatives in New York, is now in the Eastern office of the Clover Leaf Publications.



On Getting Service

To us, printing service means an intelligent survey of your requirements and the subsequent planning of a dummy to fit those requirements; constant surveillance of the job as it moves, step by step, through our organization; delivery on specified date.

As important as our conception of service, is our guarantee of it.

Interested? Call Spring 8971.

Wm. R. Robinson Co.
PRINTERS

153 Lafayette Street, New York

Your Canadian Mailing List

American Manufacturers and wholesalers seeking direct communication with Canadian Trade, —we offer our services.

Compilers of mailing lists for any classified business in Canada from coast to coast. Our daily revision system enables us to

Guarantee Our Lists 99% Correct

We are the largest distributors of mail matter in Canada fully equipped to handle every detail —addressing and mailing any quantity.

6 Multigraph Machines
43 Typewriters
100 Employees

Write for our "List of Lists."

MIGHT DIRECTORIES

Limited

74-76 Church St. Toronto, Ont.
Established 1875

The Little Schoolmaster's Classroom

Rules, rules—there is a continual call for them, but The Schoolmaster confesses that he is almost of the opinion of George H. Perry, who said once upon a time that "Let the goods talk" was about the only rule he could always be sure of. There is one other, however, that you can bank on, and that is "Use your head." Rules governing good advertising practice have so many exceptions that by the time you get through with the list of exceptions there isn't much left of the original rule. To illustrate:

Rule 1. Always use 2-cent stamps for your sales letters (except when common sense or experiment shows that 1-cent stamps will do the work as well—which sometimes proves to be the case).

Rule 2. Never write long letters (when short ones will do, but sometimes they won't).

Rule 3. Always use big space (when you find that it pays better than small space).

Rule 4. Don't cut out the use of a medium until you have been in a year. Keep hammering away for the cumulative result that is sure to come (except when you find early in the game that the medium is a loser and that the cumulative result is a will-o'-the-wisp).

* * *

The Schoolmaster is of the opinion that in advertising, as on the stage, we are prepared for a little exaggeration. We make allowances for a little overclaim, crediting that to the advertiser's enthusiasm. We do not put down the National Cash Register Company as being a candidate for the Ananias Club because it argues that it is hardly worth trying to do business at all unless you own a National Cash Register. We smile and think that this over-enthusiasm is a part of the ad-

vertising business. But it is well to be on your guard lest you go beyond the limit of safety. Here, for example, is a Duofold Health Underwear advertisement. The fellow in the illustration who has

For Cold People and People with Colds

Correct underwear at last has been produced—underwear that gives you the protection of wool without its discomforts—the softness of cotton without its clammy stickiness—the warmth of a thick garment without its distressing bulk.

Improved
Duofold
Health Underwear

Two garments in one—both light weight—warm and on the outside—soft cotton next your skin—the two fabrics joined by wide elastic seams—comes between the materials to retain the garment and keep it fresh and dry—this is the new patented Duofold idea—simple but wonderfully satisfying.

Keep body in shape Duofold doesn't make you ponder as all wool or cloth underwear does and the Duofold Health Underwear is so comfortable that you will find it impossible to do without it.

Obtainable from all dealers in men's suits and sportswear in all large and central cities.

FREE Samples of **FREE**
Duofold Underwear

Write today for the free sample of Duofold underwear and design—no cost.

DUOFOLD HEALTH UNDERWEAR COMPANY
New York, N.Y.

IS THIS AN OVERDRAWN CONTRAST?

been so wise as to select this underwear is facing the stormy day smilingly, with his coat thrown open. The poor devil behind him who was so unfortunate or ignorant as to pick some other kind is almost frozen, though he has his overcoat buttoned up closely around his collar. Now, of course, the interesting question is—will the average American man, the possible purchaser of Duofold, see this picture as the Schoolmaster sees it, a contrast overdrawn to the point of making the reader smile. That is a very nice little question that is not easy to answer. As such underwear undoubtedly appeals to a rather well informed class of people it seems probable that the illustra-

tion goes a little beyond the safety limit in its contrast. To convince, the advertisement must be believed. Some day, not so far off, we may hear "sincere copy" used in place of "snappy copy."

* * *

If you are a New York copywriter, don't make the mistake of writing copy that "doesn't look beyond the Hudson"—that is, if such copy is intended to appeal as strongly to the people of Waterloo, Iowa, as to the Jerseyites and the Bronxites. A recent large advertisement of a dentifrice or a shaving cream invited the reader to "Take the Tube Home." Naturally, there are millions of people outside of New York City to whom phraseology about the "tube" is familiar, but there are also millions of people who don't know anything about taking "the tube home." We don't know, of course, but it would be interesting if we could know how much that advertisement fell in efficiency because the figure of speech was localized.

Talk about timeliness! Just after January 1, when everybody was talking about the parcel post, out came the announcement of the Toledo Scale folks, telling about the scale that computes the proper parcel post rate for you in the twinkling of an eye. And the *North American*, of Philadelphia, has its parcel post representatives scattered all around in the fifty-mile zone, drumming up special business. All the world loves the hustler.

* * *

Sometimes there is considerable unconscious humor in ad copy. How is this, taken from a shoe advertisement:

"That beautiful array of French suède shoes for young ladies that were in the west windows up till yesterday and were slightly soiled, but not so that you could notice it."

* * *

The Arrow Collar advertisement is distinctive anyhow. The picture is of high artistic value, and the whole advertisement has



This Fountain Pen, the largest in the world, has written new history in the creating of original outdoor advertising; at the same time filling out many thousands of sales checks for the Waterman Company.

This Pen is a bulletin board 100 ft. long, 8 ft. high at the "cap" end, and high enough at the pen point for a man to pass under without touching.

The R. C. Maxwell Co., Trenton, N. J., are the originators of this striking example of unique, attention-compelling bulletin board work. It finds a conspicuous place along important railroads connecting New York, Atlantic City, Washington, Buffalo and Boston.

good "atmosphere," though the message is exceedingly brief—merely telling us that the collar—presumably those worn by the pleasant pair of young folks—is the Marley-Devon, two heights in a London cutaway front, two for a quarter. This is really an odd advertisement, for it takes you a little while to figure out what the picture illustrates. The Schoolmaster prefers to see a little more "reason why," but, then, who knows—maybe such advertising does pay. What would you do about it if you were the advertising manager and were going to be called to account at the end of the year for the advertising re-



Marley-Devon
Two heights in the
modish London
cutaway fronts.

2 for 25¢

ARROW COLLARS

The only American collar selling in London
CLAYTON & PARSONS, 51 CO. MANAGERS OF ARROW SHIRTS
40 Bow Street, New York

WHAT DOES THE PICTURE ILLUSTRATE?

turns? Would you prefer to spend the money this way or would you rather give the collars a little better showing? No, the Schoolmaster isn't on the fence. He would stake his chance on giving the collars a little better show, but he is broad enough to acknowledge that there is room for difference of opinion here.

The agency was up a tree. The advertising seemed fine. The offer to retailers looked O.K. Still things didn't move. Orders from retailers were disappointing, and it was hard to get at the trouble.

"We'll do this," said the agency manager to the advertiser, "we'll put our Mr. W—— out on the road for several weeks and let him try to sell to the retailers and get at the bottom of the thing." The advertiser—like Barkis—was willing, and out the aggressive copy-writer of the agency went. Yes, he found out what the trouble was, and the agency's private solution proved to be the correct one.

* * *

Said an agency chief to a writer who was being considered as an addition to the staff: "Can you take something like a popularly-priced soap and put a human-interest appeal into it, so as to stop readers and make them feel that the soap is something out of the ordinary? The pages of periodicals are full of ordinary copy. Can you produce the kind that is just a little better?"

That seems to be the cry on every hand. There are plenty of people who can do things ordinarily well—in advertising as well as in other lines of effort—but there is a scarcity of the fellows who can perform extraordinarily well.

* * *

Nelson C. Durand, of the Dictating Machine Department of Thomas Edison, Inc., is of the opinion that the plan of having dealers rather than your own sales agencies that you can control absolutely has some distinct advantages, not the least of which is that in selling through dealers there is an obligation on the advertiser to keep the dealer stocked up with the latest models. In other words, the dealer plan makes a two-sided game, while the other is too much one-sided to keep things up to the highest standard.

J. C. JOHNSON WITH LARKIN
CO.

James C. Johnson, for four years and a half with the Schmoller & Mueller Piano Company, Omaha, Neb., as advertising and mail-order manager, has been engaged as sales manager of Larkin Co., Buffalo. He assumed his new duties January 1.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Advertising — Complete Advertising — is the quickest, surest, and most logical road to the mind and remembrance of Demand. If interested in just how other manufacturers have compelled Demand — public, retailer, jobber — write on letterhead for Portfolio of Proofs.

HB

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

Classified Ads Placed

In all Newspapers and Magazines at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for proposition. Our magazine "Advantageous Advertising" free on request.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

FOR QUICK RESULTS USE the DENVER WEEKLY POST. Guaranteed paid circulation over 110,000, growing all the time, delivered by Uncle Sam—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word (black face caps count double). Display advertising rate 25c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request.

AD. WRITERS

Mr. Advertiser: Send in that copy that didn't pull. Probably it was good exposition but poor selling talk. A practical sales-maker will reconstruct it along scientific lines for your own trade, at a purely nominal rate, quoted on receipt of your data. Address, LEWIS, Box 671, care of Printers' Ink.

"Clever Copy" Writes N. Y. Magazine. I serve the advertising man with too much writing to handle alone, yet not enough to keep two busy. I write or revise advertising copy in red-blooded attention compelling form, telling the story clearly. ALFRED WONFER, 31 Clinton Street, Newark, N. J.

BUSINESS OPPORTUNITIES

Will Buy a Daily

Evening Paper, controlling interest, or third interest if remaining partners acceptable. Any town 15,000 to 50,000 population. Don't want job office. If you wish long experienced partner capable managing business or editorial end, or would retire, mail terms, sample copy. J. A. LEHNERTZ, Mgr. World Co., Toledo, Ohio

COIN CARDS

\$2.00 per 1,000. For 6 coins, \$3.00, any printing. DODD PRINTING CO., Fort Madison, Ia.

FOR SALE

FOR SALE

Goss perfecting press, printing, folding and pasting 5,000 16-page 15x11 in. papers per hour, or 9,000 eight-page, same size. This press does good work. Paper sold and no further use for same. \$1,000, F. O. B., Cleveland, if sold before Feb. 15. F. M. Barton, Caxton Building, Cleveland, Ohio.

HELP WANTED

"A BULLY CHANCE"

A BULLY CHANCE for a wide awake solicitor. Permanent connection with a growing Agency handling much printing, where "making good" means an interest in the business. Strictly confidential. Box 647, Printers' Ink.

ADVERTISING SOLICITOR wanted by publishers of established monthly magazine. Excellent opportunity to demonstrate energy and ability as a salesman. Must be producer from start. Good education and address essential. When replying give references and state experience, age and salary expected. All communications treated confidentially. Address Box 663, care of Printers' Ink.

Corporation in New York City

doing special advertising business needs a General Manager able to handle Agents, and extend business through mail and personality. Salary, share in profits and official position. Right man can produce large earnings for himself as business is capable of large expansion at small cost. Moderate investment required. Box 662, care of Printers' Ink.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

WANTED—Position on newspaper art staff. Can send samples of one hundred cartoons published in a leading daily. Box 651, care of Printers' Ink.

OFFICE MANAGER (29) familiar advertising detail; experienced solicitor; capable correspondent; desires **INSIDE** connection with publication or commercial concern in or near N. Y. Box 630, care Printers' Ink.

EXPERIENCED MAN with large agency for years who can plan, produce ideas, layouts, copy, drawings, etc., is willing to change—would hear from advertiser needing such service. Address, Box 669, care Printers' Ink.

EXPERIENCED ADV. MANAGER, now ass't to adv. mgr. of large manufacturer, desires position as Traveling Representative in adv. capacity. Agency or special work among dealers. Box 664, care of Printers' Ink.

ADVERTISING DETAILS HANDLED to suit you by I. C. S. student. You will like my tact, initiative and assistance. I'm 21 and want to locate near Ohio. Can I be your Assistant Advertising Manager? Box 667, care Printers' Ink.

YOUNG COLLEGE GRADUATE desires a position as an assistant to the Adv. Mgr. Am well-versed in merchandise and commercial products. A student of advertising that is looking for the opportunity to **MAKE GOOD**. "D. J. G.," 8200 Indiana Avenue, Chicago.

AUDITOR now working his own special system of advertising accountant, desires to get together with assistant associated with large advertising or newspaper concern who is looking for results and a guaranteed monthly balance. Address "Auditor," P. O. Box 1125, New York City.

EFFICIENT MAN WITH THOROUGH knowledge of advertising and long agency experience; can make department pay. Originates ideas and sales plans; writes copy; knows type faces and can judge a good drawing. Would like to interest a live advertiser. Box 670, care of Printers' Ink.

TO ADVERTISING AGENCIES—Can you use a competent stenographer proofreader, a young man with experience in newspaper editorial rooms and in commercial lines, who has an intelligent interest in advertising and can handle your dictated copy accordingly? Address, "A," Box 673, care Printers' Ink.

EXPERIENCED ADVERTISING WRITER and Manager. Designer of distinctive printing. Sketch ideas for illustrations, originate selling plans, dealer literature, car cards, window cards and trims, edit house organ. Age 30; married. Salary \$40. A week's trial from present address for \$5. Box 660, Printers' Ink.

YOUNG MAN who knows how to dig out selling points and effectively employ them, seeks position in Advertising Dept., Agency or Service Dept. In present position as solicitor and copy-writer on large daily, has gotten business through salesmanship and held it by serviceable correspondent. Gilt-edge references. Salary at start, secondary consideration. Box 661, care of Printers' Ink.

Two Successful Men**Practical Printer—
Live Copy-Writer**

Will help you frame up advertising that will bring results. Box 672, care of Printers' Ink.

ACCOUNTANT and Office Man (36), fourteen years' experience with a concern publishing technical weeklies, thoroughly familiar with office detail of the business, seeks executive position. Is a practical bookkeeper, accountant and systematizer versed with modern methods. Capable correspondent and able to care for collections and credits. A diligent worker, with tact, energy and executive ability. First class references. Box 666, care of Printers' Ink.

The Services of an Advertising

Salesman experienced in Newspaper, Magazine and Trade Paper field, now employed and producing results, must be wanted by some Newspaper or Trade Paper. He desires change for personal reasons. Correspondent, Copy-writer, and capable on lay-outs. Would be valuable to manufacturer or wholesale house. Best references. Address, Box 650, care of Printers' Ink.

LAYOUTS AND DETAILS I wish to place a capable assistant, whom, on account of business changes, I am unable to retain. He has for two years had charge of all engraving, printing and layouts in a small but live agency, and understands the work thoroughly. Has done soliciting. Worth \$35 in present position; capable of filling a better one. New York preferred. Address Box 668, care of Printers' Ink.

NOT AN ORDINARY ASSISTANT, BUT—

A college graduate, I. C. S. Advertising training, capable of writing clean-cut forcible copy and good sales-letters, desires position where he can develop under tutorage of able Advertising Man. Salary no object, now, experience and a chance to rise is what I am seeking. At present employed as bank bookkeeper and ad writer. For proofs of ability address "G," Box 36, Columbia, Tenn.

ADVERTISING MANAGER AND SALES ENGINEER graduate of leading technical college seeks new connection. Twelve years' experience with prominent engineering companies as Advertising Manager and Data Department Engineer. Experienced in writing forceful result producing advertisements, technical literature and house-organ copy of recognized merit. Advertiser is a good organizer accustomed to handling large national advertising campaigns, and with ability to increase efficiency of sales organization by furnishing technical information, etc., for use of salesmen. Box 659, care of Printers' Ink.

Technical Advertising

Have you a carburetor, a road grader, a household ice machine, an ozonizing apparatus, a mechanical stoker, an automobile tire, a new system of factory construction to sell? Advertising technical products is my specialty. Eight years' originator of some of the best advertising in the automobile and allied fields. HERBERT L. TOWLE, 421 Chesnut Street, Philadelphia, Pa.

I Want a Job

Managing some Advertising Dept.

Ten years' experience—retail, wholesale and manufacturing. Sound judgment—keen analyzer—sales-compelling writer—full of confidence, grit, determination and enthusiasm. Thoroughly believe in my ability to successfully manage YOUR advertising department. Possess versatility and initiative. Know how to develop efficiency in co-workers. Connection first consideration, salary second. Believe I can prove that I'm worth what I think I am in due time. Address, Box 666, care of Printers' Ink.

PREMIUMS

Parcel Post Zone Map

Now ready for distribution.

Latest Advertising and Circulation Feature.

Write today for terms.

S. BLAKE WILLSDEN
32 S. Wabash Ave., Chicago

PRESS CLIPPINGS

Dominion Press Clipping Agency

74 76 Church St., Toronto, Ont. Covers the Canadian newspapers for any subject from the "Cradle to the Grave." Established seven years. Pr. ces, 100, \$5 00; 500, \$22.00; 1,000, \$40 00.

PRINTERS

Modern Facilities for producing

large runs of printing and binding. Our low expenses will help you to save money. WARD & SON, Lockport, N. Y. Est. 1868.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

TYPEWRITER RIBBONS

TYPEWRITER RIBBONS, full length, direct from factory to consumer, 3 for \$1.00; \$3.98 per dozen. Discount on gross lots. We sell Multigraph and Writerpress ribbons and Flexo-type inks. Ward & Son, Dept. A, Lockport, N. Y.

PRINTERS' INK BINDERS

AT COST TO US

75c. Each

Post Paid

STRONG, CONVENIENT,
SIMPLE

PRINTERS' INK PUB. CO.,
12 W. 31st St., New York

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by **Printers' Ink Publishing Company** who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 36,377. Best advertising medium in Alabama.

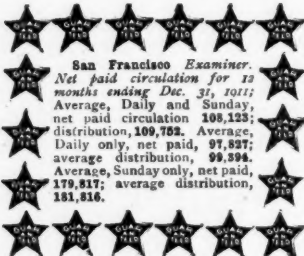
Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, *Gazette*. Average Nov., 1912, 6,228 daily. A. A. A. ex. regularly.

CALIFORNIA

San Diego, *Union*. Sworn circulation, Nov., 1912, Daily, 11,681; Sunday only, 16,016.



San Francisco, *Examiner*.
Net paid circulation for 12 months ending Dec. 31, 1911:
Average, Daily and Sunday, net paid circulation 108,123; distribution, 109,752. Average, Daily only, net paid, 97,827; average distribution, 98,394. Average, Sunday only, net paid, 179,817; average distribution, 181,816.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1911, 7,892; 1912, 8,134.

Meriden, *Morning Record*. Daily av.: 1909, 7,709; 1910, 7,898; 1911, 8,085.

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,478, 5c.

Norwalk, *Evening Hour*. Average circulation 1911, 3,446. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, 7,516; Sunday, 7,559.

DISTRICT OF COLUMBIA

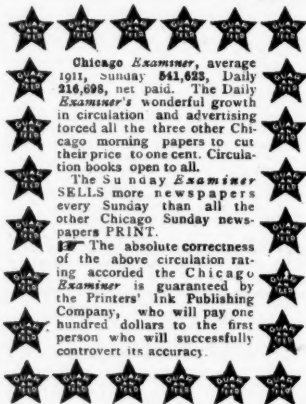
Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, 64,184 (☉). Carrier delivery.

ILLINOIS

Chicago, *Polish Daily News* (Dziennik Chicagoński). November daily average, 19,360.

Joliet, *Herald*, evening and Sunday morning. Year ending Dec. 31, 1912, 9,269.

Peoria, *Evening Star*. Circulation for 1911, 21,140.



Chicago, *Examiner*, average 1911, Sunday 841,623, Daily 216,698, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago *Examiner* is guaranteed by the **Printers' Ink Publishing Company**, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average Dec., 1912, 12,640. Best in Northern Indiana.

IOWA

Burlington, *Hawkeye*. Average 1912, daily, 9,875; Sunday, 10,854. "All paid in advance."

Des Moines, *Register & Leader* (av. '11), 38,263. *Evening Tribune*, 20,316 (same ownership). Combined circulation 58,579—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,978 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 29,911.

Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

LOUISIANA

New Orleans, *Item*, 6 months sworn statement U. S. F. O. daily and Sun., net circulation 44,782.

MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1911, daily 10,444.

Portland, *Evening Express*. Average for 1911, daily 17,426. Sunday *Telegram*, 13,018.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 19,626. For Dec., 1912, 76,181.



The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 184,614—Dec. av., 187,178.

Sunday 1911, 523,147—Dec. av., 524,476. Advertising Totals: 1911, 8,376,061 lines Gain, 1911, 447,953 lines

2,327,821 lines more than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad. Boston, *Daily Post*. December circulation averages of *The Boston Post: Daily Post*, 401,460; *Sunday Post*, 321,804.

Boston, *Herald* and *Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. \$406. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,562; 1911, 16,987; 1912, 16,358. Two cents. Lynn's family paper. Covers held thoroughly. Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463.

Jackson, *Patriot*, Aver. year, 1912, daily 10,476; Sunday, 11,464. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec., 31, 1912, 105,260.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©). In 1911 average daily circulation, evening, 78,119. In 1911 average Sunday circulation, 82,208. Daily average circulation for Dec., 1912, evening only, 83,216. Average Sunday circulation for Dec., 1912, 86,633.



CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,586. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 93,094; Sunday *Tribune*, 109,313.



by Printers' Ink Publishing Company

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,667 daily average 1912.

Camden, *Post-Telegram*. 10,415 daily average 1911. Camden's oldest daily.

Trenton, *Evening Times*. 1c—'07, 20,370; '08, 21,326; 2c—'09, 19,062; '10, 19,338; '11, 20,116.

NEW YORK

Albany, *Evening Journal*. Daily average for 1912, 18,186. It's the leading paper.



The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,744; daily, 80,268; *Enquirer*, evening, 83,891.

Buffalo, *Evening News*. Daily average, 1912, 10 months, 89,200.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Oct. 1st, 1911, to Sept. 30th, 1912, 127,715. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Ilecty. Actual Average for 1911, 20,517. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75¢ "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra.

Utica, *National Electrical Contractor*, mo. Average for 1912, 2,666.

NORTH CAROLINA

Charlotte, *News*, only Evening and Sunday paper in two Carolinas. The *News* leads.

Winston-Salem, *Daily Sentinel* (c.), av. Dec., '12, 4,146. *Semi-Weekly Sentinel*, av. Dec., '12, 6,331.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 96,129; Sunday, 125,191. For Dec., 1912, 103,733 daily; Sunday, 140,769.

Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 21,645 average, Dec., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.



Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1912, 95,261; the Sunday *Press*, 176,767.

Washington, *Reporter and Observer*, circulation average 1911, 12,623.





West Chester. Local News, daily, W. H. Hodgson. Aver. for 1912, 16,186. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence in a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. Times-Leader, eve., net, sworn, 18,568, 9 mo. to Sept. 1, '12. A. A. examination.

Williamsport. Daily Sun and News. Average for December, 1912, 17,028.

York. Dispatch and Daily. Average for 1912, 15,688. Covers its territory.

RHODE ISLAND

Newport. Daily News, (evening) 66th year. Covers field. Circulation for 1911, 4,406.

Pawtucket. Evening Times. Average circulation for 1912, 21,097—sworn.



Providence. Daily Journal. Average for 1911, 23,067 (©©). Sunday, 32,568 (©©). **Evening Bulletin,** 62,847 average 1912.

Westerly. Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

SOUTH CAROLINA

Charleston. Evening Post. Evening. Actual daily average 1911, 8,239.



Columbia. State. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,826. August, 1912, average, daily, 20,986; Sunday, 20,956.

VERMONT

Barre. Times, daily. Only paper in city. Av. 1912, 6,053. Examined by A. A. A.

Burlington. Free Press. Examined by A. A. A. 9,418 net. Largest city and state.

VIRGINIA

Danville. The Bee (eve.) Aver. Dec., 1912, 5,414. **The Register** (morn.), av. Dec., '12, 3,167.

WASHINGTON

Tacoma. Ledger. Average year 1911, daily, 19,001 Sunday, 27,388.

Tacoma. News. Average for year 1911, 19,210.

WISCONSIN

Fond Du Lac. Daily Commonwealth. Average 6 mo. ending Sept. 30, 1912, 4,053. Established over 40 years ago.

Janesville. Gazette. Daily average, Dec., 1912, daily 6,038; semi-weekly, 1,073.

Madison. State Journal, daily. Actual average circulation for year 1911, 7,917.



Milwaukee. The Evening Wisconsin, daily. Averaged daily circulation for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1034 Peoples' Gas Bldg., Chicago.

Racine. (Wis.) Journal-News. Average circulation, 1912, 7,036.

MANITOBA, CAN.

Winnipeg. Der Nordwestern. Canada's National German weekly. Av. 1911, 22,025. Rates 50c. in.

ONTARIO, CAN.

Fort William. farthest West city in Ontario. **Times Journal,** daily average, 1912, 4,132.

QUEBEC, CAN.

Montreal. La Patrie. Ave. year 1911, 46,952 daily; 56,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina. The Leader. Average, 1912, 11,796. Five months, 1912, 11,017. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN. Morning Record. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN. Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION **THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Nov., '12, amounted to 204,621 lines. The number of individual advertisements published was 31,263.

Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



★ **THE Minneapolis Journal**, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents. (☆☆)

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(☆☆) Gold Mark Papers (☆☆)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign \odot .—Webster's Dictionary.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The Mobile Register (☆☆). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. By av. 1st 4 mos. '12, 64,164. (☆☆) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (☆☆). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (☆☆). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (☆☆). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (☆☆).

Boston Evening Transcript (☆☆), established 1830. The only gold mark daily in Boston. Worcester L'Opinion Publique (☆☆). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (☆☆). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (☆☆) is THE advertising medium of Brooklyn.

Dry Goods Economist (☆☆), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (☆☆) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering Record (☆☆). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (☆☆). Specimen copy mailed on request. 283 Broadway, N.Y. New York Herald (☆☆). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (☆☆). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting 'The Evening Post.'—Printers' Ink.

Scientific American (☆☆) has the largest circulation of any technical paper in the world.

The New York Times (☆☆) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (☆☆), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (☆☆) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1912, sworn net average, Daily, 93,251; Sunday, 175,787.

THE PITTSBURG (☆☆) DISPATCH (☆☆)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☆☆), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial-Appeal (☆☆) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee Evening Wisconsin (☆☆), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.



How Long Did It Take

To Get Out Your Catalog Last Spring?

Perhaps the delay was due to you, but ten chances to one it was the printer because he *thought* each process would take just so long—in fact, figured it in his estimate. And then the "hitches" came, time slipped by, and you didn't get your books.

It's the usual story with the usual printer, because he hasn't gotten rid of the "hitches", which most printers think are inevitable.

We've got rid of those "hitches" some time ago. Catalogs go through our shop without the usual excitement and errors and flood of telephone calls; without sacrificing quality to speed. Of course we get rush work—lots of it—but it doesn't throw our shop out of gear nor interfere with other work.

We are better organized than other printers, that's all. It enables us to give you the service and co-operation in getting out any piece of printed matter, and especially large catalogs, which save you days in their production. This is the keystone of our business.

Remember! We are equipped to handle any catalog from its conception to completion—all under one roof at the

30 W. 13th St.



New York City

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